

The Park & Pollard Co.
YEAR BOOK
and **ALMANAC**
1916



To feed properly is
the surest guarantee
of good results.

The Park & Pollard Co.
46 Canal Street
BOSTON MASSACHUSETTS



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Allow me to introduce

EVERY succeeding year that we publish this book brings added gratitude to the readers who in their support have made it a pleasure and also an added source of responsibility to the now

more than two million readers who seemingly take as much pleasure in reading as we do in writing it.

The object of this book is selling goods, of course, but we believe with Thomas Dreier that "the science of salesmanship is nothing more than the science of supplying needs," and that we are supplying the urgent needs of the poultry fraternity with plain, commonsense directions for their work that they can find in no other book. We advocate no plans, we offer no goods that we have not carefully tested and found right, and we know that nothing but pleasure, profit and health will come to all who follow them.

This season's added feature of Pocahontas Corn Meal will give new delights to those who are already availing themselves of the delicacy of fresh eggs, for the combination makes the choicest of breakfast dishes. Indeed he is independent who can have the joy of a good garden, a flock of poultry, a cow, and this wonderful Corn Meal for table use—not a new proposition exactly, but a better prepared and more tasty product than was ever placed on the market.

Stock men and farmers will find Horse Feed, Stock Feed and Calf Meal, as well as a line of high-grade grains and products under the name of "Overall" brand that will prove a revelation to many of our customers and give greater profit and surer results in their work.

At this writing, May, 1915, the year 1916 looks like the beginning of a new era of prosperity to the country in general, but most especially to all the earnest poultry keepers who have stayed by during 1915 and who have not let their stock go or their enthusiasm wane. To these and all others who are in the game in 1916, will come a liberal share of worldly profits, and much added health and inspiration from handling and caring for their birds.

If

we have not made our meaning clear on any point in the following pages, by all means write and let us help you, and if we can at any time assist you in making your plans or in getting through any "bumpy" spots, be sure and call or write at your pleasure and we shall be glad to help.

**And
don't you
forget this**



Feeding Logic

BY PHILIP R. PARK

On the following pages of this book the writer has endeavored to tell in plain language the delight and pleasure of poultry keeping.

The keeping of poultry in the city and suburban back lots is the most profitable of all the branches of this work, for here is combined the feeding of the birds largely upon the waste from the table and the sale of the product right at the door at the highest market price.

The care of the birds is a source of health and pleasure to the housewife, and the delight of fresh eggs and poultry makes a combination that cannot be duplicated. Those who can afford both country and city homes will find poultry a continued source of income and pleasure and fascination to all the family. From the time the chickens hatch right around to hatching time again the study of their habits and likes and dislikes is most fascinating.

The farmers and the farmers' wives and children will find poultry keeping the most profitable and a source of income all the year around. Studying their needs and anticipating them by raising many of the vegetables and green stuff that go so far to make them healthy and profitable will also assist in keeping down expenses.

Everybody who keeps poultry feeds by rule. Sometimes it's their own rule, followed from one day to one year; sometimes it's their neighbor's or their friend's, and the rules change every time they meet a new friend or visit an old one.

There never was a business so beset with rules and so little really known as to whether the rules were really practicable or not. The rules are so many and so varied that it is impossible for any one person in the short period of a lifetime to try out and exploit or prove all of them. Common sense in poultry keeping, as in all other branches of business, should be the final court of appeal.

If you are starting to keep poultry, of course you intend to feed them, but how, when or what? That's the question. If you are a back-lotter you are keeping them for your own pleasure, health or profit, or your wife's health, pleasure or profit. The back-lotter has the "pull" over any other branch of poultry keeping so far as profit goes, for the average waste from the kitchen of a family of three to five people will furnish half the actual requirements of a dozen pullets or hens. This does not mean that your birds would thrive on the waste as an exclusive diet. All waste is not the right ration, but table scraps as a side dish make the most effective of all rations.

Back-Lot Poultry.

Poultry and laying hens particularly crave a variety of food, and the table waste furnishes this in an attractive form. They eat with keen relish all scraps of meat, vegetables, bread, et cetera, that would otherwise be an expensive waste burned or disposed of through the garbage can. The evolution of table waste into the most delicious of table delicacies, viz., fresh eggs

Table
scraps as a
side dish



make a most
effective
ration

The highest possible market price from neighbors

right out of the nest in your own back yard, is a consummation of economics that will appeal to all thrifty housewives and their husbands.

We have emphasized the back-lot and table waste phase of the business, for here you have the waste going to waste on your hands and the highest possible market price available from neighbors who appreciate really fresh eggs and are glad of the opportunity to call around and literally see for themselves an egg in a real nest. This combination does not count on the farm or the commercial poultry plant. In other words, it costs less to produce the eggs in the back yard and you receive a higher price for them than is possible on any other system.

On the Farm.

On the farm another condition exists: the possibility of producing on your own land quite a percentage of the food consumed by the poultry. It is entirely within the limits of reason to produce right at home all the corn, the grain stuff and the litter that the birds use in the course of the year. This cuts down the expense bills quite a bit, but of course the smaller grains like wheat, barley, oats, millet, kaffir corn, et cetera, can be grown more economically in the western country, where self-binder harvesters and cheap land make a combination that does not exist in the east.

The farm has the added advantage over the back lot, however, inasmuch as an abundance of room, over which the young stock may roam, cuts down the labor expense of raising the birds and insures more hardy, thrifty stock.

In the above reference to the farm, we have treated the poultry department as a side line to a general farm business, preferring to treat the larger, or what may be termed a "poultry farm" where the entire crop is represented in poultry as *commercial poultry keeping*.

A Commercial Poultry Plant.

Poultry as a crop on a *commercial plant* should be studied with the aim in view of making everything subservient to the chickens; in other words, eggs, dressed poultry, live chickens, et cetera, are the money crops; corn, cabbage, oats, straw, rape, et cetera, are only crops raised for the poultry. The corn field is the growing chickens' paradise after they and the corn reach a discriminating age, that is, before the chickens have reached size enough to pick and consume the young shoots of corn, and the corn has gotten ahead of the chickens enough to keep ahead and furnish them not only an ideal shady run but a retreat from possible hawks and other aerial varmints. The combination can't be beat, either for the chickens or the corn.

Another point: the corn stalks make ideal litter when cut coarsely. The corn raised will be found to make a very important part of the daily ration for all sizes of birds from infancy up and makes a very material cut in the feed bill, only limited by the comparative size of the flock of poultry and of the corn. Corn is one of the safest and cheapest grains for poultry, and rations that use quite liberal quantities may be compounded to great advantage.

General Hints.

It is one of the safe rules to follow in preparing poultry rations to watch the appetites of the birds. If your birds crave shell, you know that they are either

who are glad to call and get eggs from the nest

laying or about to begin heavily, and if they show a disposition to eat the straw litter, you know that they have not been eating enough roughage, and that cut clover or alfalfa in their daily feed should be increased. If they first eat the corn in the Scratch Feed, this would seem to prove that they are not getting enough, or that the other grains are not sweet or palatable.

Feeding for Health and Heavy Laying.

Left to her own likes and dislikes, the hen would eat very little, if any, gluten meal, cottonseed meal, oil meal, peas or beans, and you may rest assured that nature knows better than we can tell her what is best for her children to eat. You secure a "rare bargain" in burnt wheat, sour barley, damaged corn, and you figure that you can save so much per bag and the hens won't notice it. When it is a necessity to disguise the unpalatable food in a mixture and so induce the birds to eat it, you may have fooled yourself and the hens, but you have not "put it over" Dame Nature. A little later in the season you may be asking everyone and everybody but Dame Nature why you get so many infertile eggs or weak germs or chicks that do not thrive. You get all kinds of answers, but still you wonder why. Stop and think a moment. What are you feeding your birds for any way? Why feed them at all? If you are to feed them, what shall it be? The cheapest thing that will keep them alive, or the rations that will not only keep them alive but will hold them to the maximum production twelve months of the year, and that will keep them healthy and robust, insuring higher fertility and chickens that will live, thrive and grow larger than their parents?

It is entirely in your hands to grow Plymouth Rocks weighing five pounds each when matured, or you can raise them that will tip the scales at twelve pounds each, and the same hen could lay the egg that either lot is hatched from. You can have pullets laying in five months or you can have them wait until they are ten months of age, and the only difference will be in the feed. You can have your hens lay more or less right through the moulting period, or you can have them take a four months' vacation. You can market your broilers when six weeks old or get them to the same weight when three months of age. You can raise them on grain foods alone; you can raise them without green food; but you cannot raise them in paying quantities or in good health without the combination of the real necessities—*green stuff, grain and meat food.*

You can raise a goodly percentage of your chickens on an all grain ration, but you will raise a lot more of them and they will grow very much faster if you furnish a palatable meat ration right from the start. You can raise a greater percentage of them if you keep them on short rations from the start if you are feeding *improperly balanced or damaged grain*, but they never grow as they should and if you have saved a little you have lost a lot in decreased efficiency later.

Ask the chickens about it. They will tell you what they like better than we can. Put down some feed that is sweet and clean and they will talk back to you all the time they are eating. Give them damaged wheat and they eat it; oh yes, they eat it, but they don't stuff themselves and grow as when they have a ration that they like.

Effects of Improperly Balanced Rations.

During the spring months anything that wears feathers from a feather duster to a pea fowl will lay eggs,

Exactly
the same
stock



But a
difference
of feeding

It has cost
years of effort
and thousands
of dollars, to
compound
these feeds



You share
the profit in
every pound
you use

but don't fool yourself with any old ration that is a great saving at this season of the year, for perhaps with every egg your hens lay they take it out in themselves. In other words, they lay until they are thin or over-fat, simply from an improperly balanced ration, then they take a nice long vacation during the summer months at a time when eggs are the most profitable of any season of the year. You saved a few cents per day during the spring months, but you lose a dollar a day during the summertime.

200-Egg Hens.

Poultry by nature are gluttons. They eat an awful lot and that's just what you want them to do. Not only do you want them to eat all you can crowd into them, but it should be of the highest result-producing ration. The chickens from the time they are forty-eight hours old should be encouraged to eat a little more than they would without training. Tickle their appetites and their capacity for eating and digesting increases with each day. The hen that lays 150 to 200 eggs per year must have a digestive capacity that is inherited from ancestors that were heavy eaters from infancy up. The 200-egg hen is not an accident; she is a confirmed, bred-in-the-bone, dyed-in-the-wool, blown-in-the-bottle glutton, and she will not produce her allotment of eggs and her chickens will not produce heavily without heavy feeding.

"Experimenting."

The birds must have green food; they must have meat food and grain food in liberal quantities to thrive. The question is: "How much of each?" "What is a balanced ration and how shall it be prepared?" "Shall it be fed wet or dry?" If you want to experiment with your own rations, you have a very fascinating study before you; it is very interesting to let the hens feed themselves from hoppers with all the different ingredients before them, but it takes a lot of time—perhaps a lifetime—to decide which of the various combinations will really make the birds thrive the best, and once you think you have determined it, it really takes five years of observation to detect that some detail has been overlooked.

Balanced Rations.

You may think that grain, meat and green stuff constitutes a balanced ration, but they do not furnish quite all of it. Shell and grit must be supplied, a little iron in some form, some phosphorus also must always be present. The question again arises: How much of each?

If we let the birds roam at will all over the farm during the open season when the snow is not on the ground, they will pick up all these elements and balance their own rations, but unfortunately when they are so busy raking and roaming, they overlook the fact that we want them to visit the nest every day. If we bring them their rations with all the elements present, and if kept fairly closely confined, they don't spend their time and energy roaming around; they get busy and lay just about double the number of eggs that they would produce on free range.

The answer is: Use or grow all of the ration that you can on your own land, but it is safer, and at the same time a labor saver, to use high grade commercial poultry feeds. Years of effort and thousands of dollars have been expended in compiling them, and this time and money you can save by adopting the feeding plans and rations furnished in this book.

In conclusion we urge everybody who can to keep poultry, but don't try to economize by cheapening the feed. There is ample profit for the most avaricious if you get results, and you will get the results if you feed Park & Pollard feeds as directed.



EXPLANATION

Special paragraphs on **STARTING** in poultry keeping will be found at the beginning of March, June, September and December. Thus full information for **STARTING** in the Spring months of March, April and May will be found at the beginning of the first Spring month—March; **SUMMER STARTINGS** will be found in June; **FALL STARTINGS** in September; and **WINTER STARTINGS** in December.

Hints on Diseases have been classified in the same way under the last month of the quarter: **SPRING DISEASES** appearing at the end of May; **SUMMER DISEASES** at the end of August; **FALL DISEASES** at the end of November; and **WINTER DISEASES** at the end of February.

This plan will be found easy for reference.

Besides these monthly hints we are always ready to give assistance and advice in personal interviews, or through our Correspondence Department.

Plan Your Year's Work, and Then Work Your Plan

January is a good month to plan out the campaign for the next year's or five years' work. Make up your mind, first of all, that you are going to be a high grade poultryman; that you are going to improve your last year's profits; that you are going to raise your stock better this year than you ever did; that you are going to have a plan and *stick to it*; that nothing will tempt you to keep changing from one breed to another; from raising eggs for market to raising eggs for hatching, from market poultry to fancy poultry; and that you are determined to so improve your breed by careful feeding that they will weigh from one to three pounds more when they go to market, and that the cockerels will go to market from one to two months ahead of any of the neighbors. *You can do it. Stick to it.*

If you are already keeping poultry for profit, enlarge your plant just as much as your circumstances will permit; adopt our No-Yard system and thereby greatly increase your capacity. In addition to preparing for an increased business, make your resolution cover a greatly increased product. In other words, plan to raise more chickens and raise them better than ever before.

With improved feeding and care (and no additional expense), you can easily increase the average weight of your flock from one to two pounds each. You can increase the laying average of your pen from 5 to 25%, and you can get your broilers to market from one to three weeks earlier than in the past, and get from 10% to 50% more from them.

Keep every pullet that is healthy, whether hatched early or late; feed them to the limit as directed in our Feeding Chart, and buy enough pullets to fill every pen if you have not enough otherwise.

If one keeps hens for egg production alone, there will be no need of having any male birds. Late hatched June and July pullets should begin laying this month, if they have been properly fed and cared for. Broilers and roasters started this month bring the cream of the year's prices, and the parent stock should be selected as per suggestions in our fall and winter hints. (See December hints.) They should be laying well now, and the incubators and brooders put into working order, and the work started early in the month.

Small flocks spell big profits, and this rule holds good from start to finish.

Pampered stock and pampered chicks spell failure.

Get your incubator this month, and be sure you have plenty of brooding room. Most poultrymen make the mistake of not providing enough space for the youngsters after they hatch.

Try some Pocahontas Corn Meal muffins for breakfast on these cold mornings. See receipt on page 55.

THE PARK & POLLARD NO-YARD SYSTEM

The system known as the No-Yard system is not entirely new with us, although we were the first to develop it along commercial lines and adapt it to the city poultry keeper.

YOUR MONEY'S WORTH

 It consists of a house so proportioned as to light and air that the birds require no yard or out-door exercise beyond that which they acquire from scratching the hard grain out of the litter covering the bottom of the pen.

 A floor space of about three square feet to each hen is the minimum that we have found practicable, and we have demonstrated that houses 6x8 feet in size for flocks of fifteen birds have given the best returns on the investment.

 Begin by purchasing such a house, or having a similar one constructed. If the ground is frozen too hard to make it possible to dig post holes, simply set it on four corner stones or wooden blocks, scraping off the snow and filling the house in six inches to a foot above the bottom edge of the siding with fairly dry sand or gravel. If the ground is not frozen, set it on four corner posts, fill in with earth and gravel, and bank up the outside two or three inches above the lower edge of the house. Put six inches to a foot of good litter on top of the sand or gravel. Leave the cloth door open every day, unless the storm is coming from the south, (assuming that your building faces the south), and you are ready for your live stock.

 The entire investment if you buy the house, the utensils, and live stock, should not be over \$60.00, whereas if you build your own house \$10.00 to \$20.00 or more can be saved. If you do not own the property you occupy you had better construct your house on the portable type, putting it together with bolts and setting it on posts in such a manner that it can be easily taken apart. Thus you will be able to take it with you if you change your location; otherwise if constructed of nails and set on a stone foundation, it becomes real estate and cannot be removed without the landlord's permission.

 Full directions for constructing these houses of new lumber, or improvising piano boxes, dry goods boxes or crockery barrels, will be found in our "Poultry Guide Post" by Philip E. Park. Price \$1.00.

CIRCULATION

 In climates as severe as New England we recommend that not less than one-third of the entire south surface of the house be constructed of wire only, with a light frame covered with cheese cloth or waterproof sheeting, for use on nights when the temperature ranges below zero; or for use during the driving storms when the house is very narrow so that storms beat in onto the birds on their roosts. At other times, day and night, cloth doors should be kept fastened back, so as to give a free circulation of air.

 For climates less severe than New England, ranging to summer conditions, we should modify this plan only by increasing the amount of wire on the south side.

 For southern states, California and other mild climates of the same character, we should recommend that the entire south side of the building be constructed of wire only, without any cloth whatever.

 We should aim to err in the direction of always giving the birds more air, if the slightest doubt remains in your mind on that point. Unquestionably the back-lotter is the most benefited by the No-Yard system of poultry keeping, as by this plan anyone who has

 sufficient room in his back yard on which to place a poultry house may not only keep laying hens profitably, but he will gain more profit than any other class of poultrymen for the reason that he has a better market for his product, for being located in a thickly settled community he obtains the highest prices for his eggs right at his own door. As the birds are never out of the house, they do not destroy any of his neighbors' or his own garden, and, no other live stock being kept, the waste from the table cuts his cost of production.

 For the poultryman who has limited room, the No-Yard system for his layers gives him added space for runs for his breeders and growing chickens.

 (BREEDING STOCK—The No-Yard system IS NOT ADAPTED TO BREEDING stock or the raising of young birds. Both of these classes want the outdoor exercise, as in such cases they are storing up vitality for the future.)

 For the farmer, the No-Yard system is a great advantage, as it keeps his laying hens out of the garden and growing crops, and saves the fertilizer that would otherwise be wasted.

 The system is a great labor saver, is more sanitary than the small yard system, and is a producer of results. Try it in a limited way at first, BUT TRY IT.



1	Sat.	
2	Sun.	
3	Mon.	
4	Tues.	
5	Wed.	
6	Thurs.	
7	Friday	
8	Sat.	
9	Sun.	
10	Mon.	
11	Tues.	
12	Wed.	
13	Thurs.	
14	Friday	
15	Sat.	
16	Sun.	
17	Mon.	
18	Tues.	
19	Wed.	
20	Thurs.	
21	Friday	
22	Sat.	
23	Sun.	
24	Mon.	
25	Tues.	
26	Wed.	
27	Thurs.	
28	Friday	
29	Sat.	
30	Sun.	
31	Mon.	

OR YOUR MONEY BACK

RESULTS



FEBRUARY

WRINKLES

 Keep the "Overall" feeders well filled with "Lay or Bust." The birds are keeping union hours now. Hens are gluttons. They *must* be in order to produce the enormous amount of highly concentrated food stuff that their year's eggs represent. Moral:—Cultivate their gluttonous appetites by continuous feeding. Your reward will be more profits.

 This is the month of extreme cold, but keep the front of your house open enough so that the frost does not gather on the inside.

 Winter chickens, in fact all chickens, should be well fed in order to get the benefit of the quick-growing habit of the previously selected ancestors. Surely the youngsters cannot make bone and muscle out of a "pleasant view" or "good sunny weather;" something more satisfying to the appetite will answer much better, and while plenty of good vitalizing air must be provided, so must an abundance of food be always within reach.

 Is your house fixed so that it is free from draughts? Use water proof sheeting instead of glass in all your poultry houses.

 Use plenty of good litter. The birds need exercise to keep in the condition that means profitable poultry.

 Scald out the drinking dishes occasionally.

Get your chickens out in the open air after they are ten days of age regardless of temperature. They must have an out-of-door run to avoid leg weakness. Feed them something they like on a bare spot of ground just outside the building, and provide easy access to and from the house (no stairs or blind passageways). Do not be afraid if they should eat a little snow.

 After a person gives our Growing Feed a thorough trial we are sure of as many customers as they have friends in the poultry business.

 If you feel you cannot afford "Baby Buster" Chick Feed, try our "Overall" brand. This will raise more chickens than any other feed except the "Baby Buster" Chick Feed. It is manufactured just as carefully as our famous "Baby Buster" (formerly called "Gritless-Chick") brand, but leaving out the animal food reduces the cost, so that we can sell it at a lower price. We recommend the "Baby Buster" Feed above all others, but the "Overall" brand is the next best feed on the market.

 Chicks of the large American breeds hatched this month will make the best of early roasters, and will bring good prices in June and July.

 Explain to your dealer that you have already started your incubator, and that you have a few hens that want to sit, that the chickens will soon be here and that you will want "Baby Buster" Chick Feed and Growing Feed right away—also drinking fountains and feed dishes.

 It does not matter how you are interested in poultry; if already in the business, but wish to enlarge or increase your profit the coming year, or if you own a farm on which you are not realizing as much as you think you should, sit down and write us all about it, and let us see if we cannot help you. There will be no charge for our services, and your letters will be answered by men thoroughly versed on the subject. No ballooning or fairy tales. To make a success of our business, we must make a success for our customers.

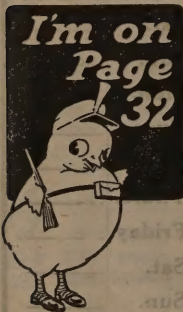
 If your rooster is old, do not have too many hens in the pen with him, if you expect the eggs to hatch.

 It costs at least \$1.00 a year to feed a male. Better keep an extra hen. Turkeys should be properly mated and well fed, that they may get to laying early. Don't keep them closely confined; turkeys more than any other poultry need free range. Margaret Mahaney's book on turkeys, price \$1.00, will make a success for you.

 We recommend stone feeding jars and drinking vessels arranged on the side walls and on raised platforms, so that the birds have every inch of floor space to scratch in. These stone jars are not easily upset, the water keeps

cooler in summer, and there is never any possibility of corrosion or poisoning of the birds from the use of any kind of medicine in the drinking water.

 Start the "Lullaby" Brooder in a clean house with not more than 25 chicks together and



YOUR MONEY'S WORTH

feed liberally our "Baby Buster" Chick Feed, better up to the wasting point than to let some of them go hungry. Start the Growing Feed as soon as they are five days to a week old, and then give them the run of the dirt floor of the house for another week. When two weeks old daily out-of-door exercise must be provided and insisted upon if you wish to grow your chickens successfully. Leg weakness is sure to follow if one attempts to rear them without it.

Chickens hatched in the middle of winter need good brooding accommodations, and while the style of house and plan of brooder may vary with the owner's fancy, for a safe proposition nothing equals the small colony house with a "Lullaby" Brooder contained therein. Many a poultryman has been shipwrecked by the old style brooders, but the "Lullaby" is a life-saver to the chickens and their owners,—only costs \$1.00.

Be sure to see that the little chicks do not bunch up out in the bright sunlight. The sunlight has a fascination for them and frequently they will huddle together and get chilled outside in preference to going to a warm hover chamber. In wooden brooders it is sometimes better to hang a thin curtain over the glass window to avoid this trouble, until they reach a more discriminating age. If your breeders are healthy, strong birds, and your house is open so that they practically roost and live in the open air twenty-four hours a day, and if you feed as we direct, the chickens will be vigorous and healthy, and you will raise every one you put in "Lullaby" Brooders.

Baled shavings make excellent litter for mature birds. Use a finer material for chickens. (Alfalfa is excellent. Most grain dealers carry it in stock.)

Pocahontas Corn Meal is a new cereal. See directions how to prepare it on page 55.

Keep the turkeys dry. Do not allow their feet to become damp or cold. Use plenty of clean, fresh litter, at least 12 inches deep. See that there are no cracks left open in the turkey house to cause drafts. This will mean roup and colds. Use a little lime and ashes on the droppings-board during the freezing weather. The boards can then be cleaned more easily.

Add a little corn to the evening meal for the turkeys. This grain is heating and will help to warm the birds during the long, cold nights. Be careful to see that the house is not closed so tightly at night that the dampness will remain on the walls.

Never allow the turkeys to run outdoors when the snow is on the ground. This will do more to hinder early egg production than anything else. Keep the front of the house open at all times to eliminate the foul air.

Be sure that the turkeys are not crowded in their winter quarters.

POULTRY HINTS FOR AVOIDANCE OF WINTER DISEASES

If birds are properly housed, fed and cared for, there should be practically no disease. We give the Disease Hints more as conditions to be guarded against than as cures. It is always economical to kill really sick hens, as disease affects the future productiveness of the bird, besides the probability of the spread of the disease through your flock to your still greater loss.

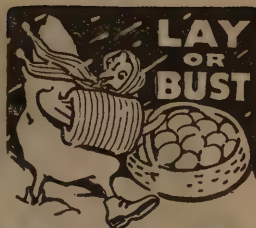
Troubles in winter months are likely to be from confinement, sometimes resulting in egg eating and feather pulling, caused by the birds not getting all the variety of feed which they pick up while on range. These elements we supply in our "Lay or Bust," practically eliminating all chances of this trouble.

Crop-bound birds have not been getting enough roughage in their feed, and to satisfy the craving eat their litter, straw or long hay used in making nests. This long material accumulates in the crop, and sometimes causes death. Park & Pollard "Lay or Bust" provides roughage.

Canker sometimes appears, but it is really a case of roup that you thought you cured last fall. Healthy hens do not have it unless they drink out of the same dish with the sick ones. MORAL: Isolate or dispose of all doubtful ones.

You cannot get a satisfactory egg yield from your table egg layers if you allow them to run out on cold ground, or if the bottom of your pens is bare. The circulation of the blood is very active through the hen's foot, and she cannot devote her feed to making eggs if it takes too much of it to keep her feet warm.

KEEP HER OUT OF THE SNOW AND OFF THE FROZEN GROUND, WITH PLENTY OF LITTER IN THE PENS. KEEP HER DRY.



EGGS

1	Tues.	
2	Wed.	
3	Thurs.	
4	Friday	
5	Sat.	
6	Sun.	
7	Mon.	
8	Tues.	
9	Wed.	
10	Thurs.	
11	Friday	
12	Sat.	
13	Sun.	
14	Mon.	
15	Tues.	
16	Wed.	
17	Thurs.	
18	Friday	
19	Sat.	
20	Sun.	
21	Mon.	
22	Tues.	
23	Wed.	
24	Thurs.	
25	Friday	
26	Sat.	
27	Sun.	
28	Mon.	
29	Tues.	

OR YOUR MONEY BACK

RESULTS



MARCH

WRINKLES

STARTING POULTRY KEEPING IN THE SPRING MONTHS

If economy in first cost is an object, starting with newly hatched chickens will be found best. Use "Lullaby" Brooders for them inside a No-Yard house. After ten days of age give them the run of the house, separating into lots of 25 with chicken wire between. When two weeks old, provide runways outside, covered to keep out the cats, and when the cockerels are ready for broilers send them to market, giving the pullets the entire house in which to mature.

While this plan does not provide an immediate income, it costs very little to start it, and the cockerels sold should pay for the feed that they and the pullets have consumed up to time of marketing.

Using incubators, you simply provide more "Lullaby" Brooders as the chickens hatch.

If hatching with hens, set them in a dry place with plenty of ventilation.

Avoid damp cellars. Forget about sods and damp earth in the nest.

In all the twelve months of the year, March is the best one for hatching chickens. There is not a month in the year that chickens cannot be hatched and reared with a good profit, but March has it over them all.

This is the month to get out your next fall layers that pay the creamy profits.

In mating the pens of breeding stock, refer to the fall and winter hints. If breeding from pullets, mate with large, healthy, two-year-old cocks (there is no better mating than this), and put them in a cold house. Make them dig hard for every kernel of grain they eat. Remember that nothing but the most vigorous is good enough, whether for eggs, roasters, broilers, or fancy poultry.

Following a hard winter, this is a month of poor hatches. Don't blame the incubators or the sitting hens, for the chances are that you are the one at fault. If you want good hatches in March, plan for them during the previous fall months. You cannot expect good hatches from stock that has been fed upon wet mashies, and partially smothered all winter in glass-front houses. Such stock needs a few weeks' exercise in the open air to get thoroughly alive again.

See that the roofing paper is on tight, for this is the month of excess ventilation, high winds and discomfort if unprotected.

Your breeding stock should be out in colony houses with good size grass yards and wind breaks.

Start fighting the lice and mites.

You can overfeed your chicks the first 48 hours and sometimes the first week, but after that you would have to use a shovel and a tamping bar to overload them, if you use properly balanced feeds.

Get the spring coops and fittings cleaned up and in working order.

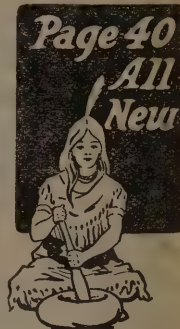
Figure out about how many you will need and have them all placed where they can be easily reached at the time wanted. Then there will be no need of rushing around looking for a coop when other work is pressing, or else using the handiest thing for the hens and her chicks and losing many in consequence.

If you build your roosting coops for your young stock on the colony laying house plan, you will find that your capital is working twelve months in the year; whereas, if you use a low, small roosting coop, you must rebuild again in the fall. Select a type of colony house that pleases you, then add to your plant each season as many of these colony houses or units as you need. In other words: Have a plan and then work your plan. Brains are needed as much as capital in the poultry business.

As a rule the eggs from hens that did heavy laying during the winter will not be so fertile as eggs from hens that made but a fair showing.

Give the hens a hopper of Growing Feed in addition to "Lay or Bust." It will help their condition and the fertility of the eggs.

The use of substitutes is like measuring potatoes in a three-peck-to-the-bushel measure—your potatoes hold out longer but you lose in the end. The "competitive" feed may save you



YOUR MONEY'S WORTH

money, but you lose in the final count. Remember when you let your dealer persuade you to use something "just as good" as our feeds, that you alone are the loser.

 **Knode Island Johnny-Cake made from Poca-hontas White Corn Meal is a demacy of long standing in Knode Island, and would be a necessity on every table in the land if it were made according to receipt on page 55 of this book.**

 Set all the broody hens that come along this month.

 Keep the incubator full. After ten days, swap the eggs out from under the hens into the incubator. The machine will finish them up better than the hens and deliver more chickens, with no lice. An incubator and the hens working together make a splendid combination and beats either one working alone.

 Healthy chickens live unless abused. Healthy hens lay eggs, that if not abused, hatch healthy chickens. Now it is up to you; if you are losing chickens, why? Are you abusing them, or did you abuse the old stock? Abuse may come in two forms,—neglect or over-attention,—trying to keep your birds too warm in winter, feeding improper feeds, etc. You may be keeping your chicks too warm, not running your incubator properly. There is a reason for the death of every chicken. Try and see this year if you cannot cut last season's mortality one-half. Let us help you.

 Use "Baby Buster" Chick Feed several times a day the first week, then add a dish of Growing Feed to their bill-of-fare, and see that they eat plenty of it. The more they eat, the faster they will grow. Quick growth means joyful trips to your bank early and often.

 If you are not getting a satisfactory egg yield, let us know how you house and feed your stock. We will give you the benefit of our experience.

 The old style brooders wrecked many a poultryman. The "Lul-laby" is a life-saver to the chickens and their owners,—only costs \$1.00.

 Early January hatched broilers can now be marketed, as the demand for this month does not call for them to weigh over three-quarters to one pound each. Market limited as to number required.

 Cockerels of the American varieties, March hatched, caponized, sell at good prices for roasting chickens during August and early September. This month is usually the year's lowest point for prices on eggs.

 Cut Alfalfa makes splendid litter for brooders and runs for early chicks, always sweet and not expensive.

 This is the month in which to select breeding stock for turkeys. Experience has taught us that two and three-year-old males make better breeders than younger birds. They throw stronger stock and show a larger percentage of fertility. Five or six females is the number that should be used to one male. Do not allow the turkeys to go out in the spring of the year until the ground is well dried off.

THE IMPORTANCE OF FULL FEEDING

 Start with the chickens.

 Continue with them right up to laying.

 Hustle them off to market early.

 Crowd them as soon as they begin to lay.

 Feed them to the limit right through the winter.

 Push them for all that is in them during the next summer.

 Feed them heavily all through the fall.

 Market the table egg layers fast by swinging to Growing Feed and crowding them.

 Then ship to market and begin again.

 **Ask your dealer for one of the new cardboard egg records.**

Free.

Tarrytown, N. Y., October 22, 1914.

The Park & Pollard Co.

Gentlemen:—I took first and second prize on Buff Orpington cockerels, and first on White Wyandotte cockerel at the Westchester County Fair at White Plains in September. All of my birds are raised on your feeds from little chicks up. The people over there are wondering how I got the growth in them they were so big. The Buff Orpington cockerels weighed 11 pounds and all I could tell them was that THEY WERE RAISED ON PARK & POLLARD FEEDS.

Very truly yours,

(Signed) A. M. HALL.

OR YOUR MONEY BACK



EGGS

1	Wed.	
2	Thurs.	
3	Friday	
4	Sat.	
5	Sun.	
6	Mon.	
7	Tues.	
8	Wed.	
9	Thurs.	
10	Friday	
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12	Sun.	
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21	Tues.	
22	Wed.	
23	Thurs.	
24	Friday	
25	Sat.	
26	Sun.	
27	Mon.	
28	Tues.	
29	Wed.	
30	Thurs.	
31	Friday	

RESULTS



APRIL

WRINKLES

 A nice month for chicks, but watch out for sudden showers. The extra care you give them now means lessened care and larger profits later.

 If not intending to use broody hens for sitting, do not let them waste time on the nest. Catch them the first night you find them on the nest and place in light, airy coops, with wire or slat bottoms. This kind of a coop keeps them from hugging a board floor or the ground, and by permitting the free circulation of air below them, tends to reduce the fever which is in their blood at this time.

 This is a good month to get out your fall layers.

Feed all your chickens 25 per cent. more feed than they ate last year if you can bribe, coax or threaten them to eat it. It pays.

 Do not be afraid to give the chicks all the sour milk they will eat. Good for them. If there is anything better we have never found it.

 Because eggs are cheap, don't stop feeding "Lay or Bust." You might get a fair egg yield this month without it, but you want eggs all summer and you can get them if you confine your birds and feed them "Lay or Bust" just as you did in the winter season. Double your profit by so doing.

 Better caponize the cockerels if intended for roasters. Place in fair-sized yards or let them run at large, and feed—and feed hard. These chickens are going to be worth thirty cents a pound in June and you cannot afford to have them stand around a minute waiting for the feed to come.

 Try this year to have a nice lot of big five or six-pound soft roasting chickens to sell during the Christmas holidays.

 Use all the poultry manure in top-dressing the grass land or on the garden plot.

 Broilers are in better demand during the last part of April and first of May than at any other time of the year.

 This is the month when the demand for Growing Feed increases rapidly.

Tell your dealer to order a good stock of Growing Feed. It will outsell the chick feeds and the demand will extend into the winter. Tell him you will soon need "Overall" Mite Killer and if he has not already ordered it, now is the time.

 Let a few hens hatch a clutch of chicks if you have no incubator, and set them the second time—it rests them—but give the chickens to the "Lullaby" Brooder; costs less than the old hen's time is worth.

 On the other hand the old hen is a very reliable method of raising chickens that the artificial methods have not quite equaled. She hatches eggs that will not hatch in an incubator, and if her whims are studied she raises stronger chickens than most of the brooders today. If you are raising less than 500 chickens, don't overlook Dame Nature. She has been at it since the world began and she's not a back number yet.

 Get your birds out of doors, give them plenty of room, not too many females with your males.

 If you have previously lacked the nerve, take all the windows out of your poultry house this month, provided, of course, that they are all in the south side.

 Watch the cockerels and pullets and mark now the ones making the most satisfactory growth, choosing those that have grown steadily and at all times have been plump, full-breasted, and in good proportion. For breeders avoid those that grow leggy, with thin breasts, and also the ones that grow unevenly, making a month's or two months' progress and then apparently stopping and later going ahead again.

 A good garden, a cow, a flock of hens, and you can cut your grocery and provision bill in half and begin to live where you only existed before.

 Growing Feed is the ration that puts those nice plump broilers and roasters on the market, and gives us the big hardy pullet that lays all winter, and in the spring produces the kind of chicks that are bound to live if given half a chance—and our feeds.

 Cull your flock closely. Market or eat everything that is not making valuable use of every

**Look at
Page 34**



YOUR MONEY'S WORTH

kernel of grain it eats. Do not house any loafers. Get them into money.

 February chickens should be weaned from brooders and placed in colony houses this month.

 The *Growing Feed*, plenty of green food, and a hearty meal of grain at night will promote rapid, vigorous growth. This means early market birds, or good heavy laying stock. For egg production, use "Lay or Bust" after the birds are well matured.

 January and February hatched broilers are now selling well and prices during the month should be at the top. If you think there is more money in them for you as broilers, yet them go now, if they are large enough. The Boston market calls for larger broilers this month than in February and March, and wants still larger sizes in May. Always give the party paying the bill what they want; if they call for two-pound broilers do not send them one and one-quarter pound, or you will lose in price.

 Do not throw away that sitting of eggs simply because the hen left the nest and they got cold. Unless they have been exposed to freezing temperature for 24 hours in many instances the hatch will come along as if nothing had happened, if you put another hen on and let her finish the clutch.

 **Fried Pocahontas Corn Meal Mush in the morning, with maple syrup or cream and sugar makes the poultryman's life envied by the city flat dweller.**

 At this time of year give the turkeys free range. Keep them in the house only during the morning. This will encourage them to lay inside instead of stealing their nests and secreting them in the fields.

 See that plenty of green stuff is furnished the turkeys during the laying season. This will help to fertilize the eggs. Use hens to incubate the eggs at the first part of the season. Let the turkeys sit later.

 If your birds scratch litter into their feed dishes, set them up a little above the floor level of the pen on a box, or hang on the side walls.

 It matters not how you start at it—whether you buy eggs or breeding stock, baby chickens or eggs for hatching; whether you build your houses or buy them, use long houses or the colony plan; whether you hatch your birds in incubators or under hens; brood them in cold brooders or heated ones, you must feed your birds on the best feeds to get results at the minimum expense and thereby prevent loss.

 Leg weakness, bowel troubles, smoky lamps, fires, and lamps blown out—all past and forgotten, and the chickens living much better and growing like weeds, in "Lullaby" Brooders. Price \$1.00 each.

 Send us the names of your poultry friends to whom you want us to send copies of this book. They will consider it a favor, and we shall be glad to send it. Remember it is our aim to help every poultry raiser make a success of his business.

 This is one of the best months to hatch pullets for middle-fall and early winter laying. Get out all you can.

 Get away from the old idea that you should keep fifty chickens in a lot. You will make almost, if not quite as much profit on twenty-five chickens raised in the "Lullaby" way, as with fifty raised in the old-fashioned way.

 The present tendency is toward larger flocks. This idea has been fostered by the dry feeding method which we introduced, but we are not impressed with its virtues as being all that they are exploited to be, and we think that the pendulum is already swinging back to the smaller flocks and safety. At no point is the "Safety First" slogan as true as in poultry keeping. Small flocks spell SAFETY, and that is the first consideration in making money at poultry keeping or any other industry.

 There never will be too many good poultrymen; do not be afraid of that. Be one of the best.

When it comes to raising chickens the ladies have it all over the men anyway, but listen to what Mrs. Harry McCrillis from Newport, Maine, has to say. "I have been using your feeds mostly for four years. Find they put other feeds in the shade. I have R. I. Red pullets hatched April 1, 1914, fed on your Growing Feed, weighing from 5 1-2 to 6 1-2 pounds and began to lay in August." Think of it. Hatched April 1 and laying in August, at the same time weighing 5 1-2 to 6 1-2 pounds each. That shows good care and stock, as well as good feed.



OR YOUR MONEY BACK



1	Sat.	
2	Sun.	
3	Mon.	
4	Tues.	
5	Wed.	
6	Thurs.	
7	Friday	
8	Sat.	
9	Sun.	
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11	Tues.	
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21	Friday	
22	Sat.	
23	Sun.	
24	Mon.	
25	Tues.	
26	Wed.	
27	Thurs.	
28	Friday	
29	Sat.	
30	Sun.	

RESULTS

MAY

WRINKLES



Of course, you have noticed how much better those early chicks raised in the "Lullaby" are than their brothers and sisters raised in heated brooders or with hens. The "Lullaby" is even more necessary for the late chicks. "Never more" with the old methods.

March hatched chickens should now be leaving the brooders, and if they have been properly hardened will take quite airy roosting coops.

Hens with scaly legs are undesirable mothers.

Chicks of the Plymouth Rock, Wyandotte, R. I. Red and some other varieties hatched this month can be brought to laying by November first, if pushed with plenty of Growing Feed until full grown. (Leghorns take a month less time.)

Be careful of them on cool nights when first put out; see that they do not pile up and smother one another.

January and February chickens intended for early market should have grass runs and Growing Feed before them during the balance of their lives.

Your next fall and early winter supply of eggs is dependent upon the way you feed your early hatched pullets now.

It's not economy to feed a cheaper feed when you can purchase our Growing Feed. You may save 10% on the first and lose 50% on the lateness to market and the waiting for the pullets to begin laying in the fall. A flock of pullets that get to laying as they will if reared on our feed will frequently pay enough profit in six weeks' time to pay their entire feed cost while growing.

Again the best is the cheapest.

Now that you have got those chickens well started, don't think you can let them shift for themselves and get big, robust breeding stock by full feeding a month or so before laying. Give them all the range you can spare and push the Growing Feed into them constantly. It pays big dividends to hurry their growth.

Don't put ten, twelve or fifteen females with an American variety male and expect good hatches. Growing chickens in the hot months, too young to roost, will thrive much better if they sit on the ground; that is, if their coops have no floors.

Never put two ages of chickens together in any weather.

Don't put two chickens together where you know you should put one, and don't hesitate to separate them now, not next week.

Try marketing your birds alive. We don't know of a more nerve-racking job than picking a lot of broilers without tearing the skins. Many times you can get as much for them shipped to market alive as you can for them dressed. The labor saved is a big item.

There is no crop we know of that will produce such returns in green feed for poultry as Dwarf Essex Rape. Plant any time and care for it as you would young cabbage plants, until the plants are a foot high, then break or cut off the leaves as wanted daily for the poultry. The new shoot will spring up again and continue the process until the hard freezing weather of October and November comes. Four pounds of seed for an acre of land.

If your chickens are on range or in yards where the hawks bother them, sometimes convenient as they skim along the ground in catching the chickens, will stop their thieving.

In early spring a cornfield, with last season's stalks standing, makes an ideal dodging place for the youngsters, and Mr. Hawk will give it up as a "bad job" trying to catch them in among the stalks.

There is only one way to feed poultry if you would make a success of the business; stuff them with the right kind of feed from "hatch to hatchet."

Nothing but lice will cause the old hen to leave her eggs when she has settled down.

Sitting hens are lice breeders. This is one reason why the incubator is to be preferred for hatching chickens in large lots, 500 or over.

The chickens are free from lice to begin with and it is not such a difficult matter to keep the lice in subjection.

Whitewash the chicken coops. Disinfect the hen houses with a good disinfectant at least once a week, and continue through the hot months to come.

YOUR MONEY'S WORTH

Stop the red mites with "Overall" Mite Killer before they get started—prevention is better than cure.

Growing Feed and a good quality of Scraps will produce eggs when the hens are apparently "laid out." Try it at our expense if it fails.

Outdoor brooders must be kept under a shed or some kind of sun protection to maintain the even hover temperature desired. In teaching young chickens to run in and out of outdoor brooders regularly, use a sod or pile of dirt for them to run up and down on. Also when building their first yards make them A-shaped, with the apex at the opening of the brooder, then the chickens will have no corner to bunch up in during the bright sunshiny days, and their education takes much less of the attendant's time.

Twenty-five chickens, a "Lullaby" Brooder, a little feed, and you are a full-fledged chicken man and going to make a success of it, too, if you simply follow directions that come with every brooder.

Don't have any windows in your breeding pen. Waterproof sheeting is much cheaper and means dry, healthy quarters with live air around the stock at all times.

Do not let the rats get a foothold. Young's Rat Destroyer puts an end to this. See page 52.

Broilers are going down in price and the market is calling for larger birds, two and one-half to three pounds this month.

Don't expect that you can milk your breeding stock with 50% daily egg yield from December to March, and then get good hatches of chickens that will live.

Dealers should be careful that their stock of Intermediate-Chick Feed and Growing Feed is heavy this month, practically no limit to the sale. Tell your dealer so. Did he get Overall Lice Powder and Mite Killer in stock, as you asked him to?

If you are through hatching, break up your pens and market the old cocks all but the very choice ones that you are expecting to use another year. They are a nuisance with their quarrelsome habits and a continual bill of expense.

Be liberal with your estimate and have chickens enough and to spare. If you have twenty-five per cent. to spare when filling your laying houses you will always find a ready sale, and this gives you an opportunity to cull closely and reserve only the best for yourself.

POULTRY HINTS FOR AVOIDANCE OF SPRING DISEASES

Leg weakness in chickens is caused usually by confining the birds indoors, on hard floors and in overheated brooders. Get your birds out of doors when ten days old, and raise them always (all of them) in "Lullaby" Brooders.

Sitting hens leave their nests if lousey—seldom for any other reason. Use our "Overall" Lice Powder liberally whenever you set a hen, and at other times also.

Poor fertility is usually caused by insufficient air in the quarters during the winter, too many females with one male, or too large flocks. Cut down the size of your flocks, and take out the windows, substituting wire netting, waterproof sheeting or cheese cloth. Feed our "Lay or Bust," the fish in it promotes wonderful egg production without impairing the vitality.

Raise your chickens on a new lot of land each season, or let a crop of green stuff grow between seasons, and you will not be troubled with gapes in your chicks.

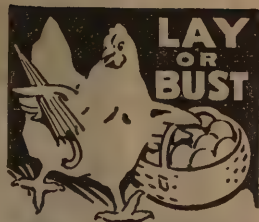
Liver troubles and indigestion are caused by poor food and improperly balanced rations. Guard against these by following the directions on our Feeding Chart, a copy of which you will find in each bag of feed.

Chicken Pox is some more of last fall's cured (?) colds and roup, and now showing up in another form.

If your hens have pale combs look for red mites or spider lice in cracks and all around the roosts and nest boxes. USE "OVERALL" MITE KILLER and feed more green stuff if you have it.

WHITE DIARRHOEA is quite contagious among newly hatched chickens. Use Mrs. Hoven's Treatment as a preventative, and raise them in "Lullaby" Brooders, burning the brooder if any trouble appears.

We think this is an inherited disease. Don't breed from any hens that are not in the best of health; we should take chances with a little inbreeding from strong, robust, hardy stock, rather than take chances with unknown, over-advertised outsiders. Be careful where you buy either breeding stock or eggs for hatching, and before parting with any of your good money, be sure that you are purchasing from stock that is better in health than your own.



EGGS

1	Mon.	
2	Tues.	
3	Wed.	
4	Thurs.	
5	Friday	
6	Sat.	
7	Sun.	
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27	Sat.	
28	Sun.	
29	Mon.	
30	Tues.	
31	Wed.	

OR YOUR MONEY BACK

RESULTS



JUNE

WRINKLES

STARTING POULTRY KEEPING IN THE SUMMER MONTHS

Starting in June, if you want winter laying, it will save time to purchase chickens in place of hatching them. Get them out on a good grass plot with shade and sunlight where they can get whichever they choose when they reach the age of discrimination, and keep Growing Feed constantly before them. They should be laying in December if pushed with liberal feeding.

If starting for table eggs alone, we should not recommend purchasing matured birds, as it is just in the beginning of the moulting period and moving them about would result in stopping their laying altogether. Better get the house ready and purchase some early hatched pullets that will get to laying in September or October. Give them all the table scraps after each meal. There is nothing better when fed in connection with our feeds.

For breeding stock, August is a good time to pick up some yearlings of some good reliable breed that suits you. They will make ideal stock for next season's use, begin laying in November or December, just in time for broilers and early winter work. (See August hints.)

 Hatch some chickens this month. They generally come better color than at any other season. June hatched chickens need special care. See that they get a clean yard—one that has raised no chickens this season.

 See that the brooder or brood coop is clean, that older chickens do not get their feed and trample on them.

 Take just as much pains with them as with your first broods. Feed them on our Growing Feed, according to directions, until they begin to lay and you will find that they mature as early as many of the April hatched chicks fed on some other ration.

 The days begin to get hot; see that the brooders are in the shade, that the chickens have shade also, that they all have an abundance of water and green food. Both are cheap and almost equally important. One-third of the growing chicks' living will be from green food if given a grass run, and how much cheaper the gain is on this ration is easily figured.

 Of course, if you have a grass range the supply is provided, unless dry weather stops the growth, but where one has to confine the birds in bare yards, lawn grass clippings are splendid, also weeds and lettuce, or cabbage leaves from the garden or market, and where these are expensive or hard to procure, we offer Alfalfa as the best thing to be had.

 As the eggs begin to dwindle this month, substitute Growing Feed for "Lay or Bust" in the laying pens. The birds are very fond of this, the change starts a new lot of eggs, and the hens will gain nearly a pound each in weight before going to market. The hen that weighs 7 lbs. in February will have lost 1½ lbs. to 2 lbs. by heavy laying through the spring.

 A hen does not create eggs. She manufactures them. Give her the material and she delivers the goods. The better the materials the more goods. Don't stop feeding "Lay or Bust" until your hens go to market except to plump them up with Growing Feed a few weeks before shipping.

 Have you provided shade in the runs? Failure to do so results in chicks that won't feather.

 Remove males from the breeding yards as soon as the season is over. Keep the best for another season. If you have three or four, put all together in an open yard on a good hot day at noon time and let them "scrap it out." In a few minutes they will find the master, and all future disputes

will be referred to him for settlement. Keep them by themselves until wanted for breeding pens.  It's not economy to stop feeding the layers in the spring and summer just because the birds have the run of the farm. Better continue heavy winter feeding and get nearly if not quite winter profits. It takes less feed to produce a dozen eggs in summer than in winter and the price paid will show almost as much profit.

 This is a good month to caponize. Market all the broiler stock on hand.

 If you are through with the incubators, give them a thorough cleaning, remove the old wicks, empty the oil out of the lamps, then store the machines in a dry place until next season.

YOUR MONEY'S WORTH

 Get the layers to drink all the water or milk you can. Eggs are very largely made up of water, and the birds cannot lay heavily without a constant supply. Frequent changes inouce frequent drinking.

 K. I. Red and Buff Plymouth Rock chicks, hatched any time this month, can be brought to laying before Christmas. Growing Feed and Intermediate-Chick Feed, with those tender weeds out of the garden, will do it.

 The quick growing chicken, pig, steer or lamb is the one that pays the profit. You never saw chickens really grow if you have not used our Growing Feed. Feed every chicken all you can get them to eat and double your profit over any other system. *Money back if it fails.*

 From June 1 to July 4 is the top of the market for roasting chickens. January and February roasters, capons and pullets should all be turned into money while the price is at the highest point. They should bring from thirty to thirty-three cents per pound, and here is where we think the roaster has great advantage over the broiler. These same chickens in April were broiler size, and would not have sold for a great deal more per pound that month and were weighing only two pounds each! They now weigh four to five pounds each, and the last two or three pounds have only cost from eight to ten cents per pound for feed, giving a profit of from twenty to twenty-five cents per pound, or from forty to seventy-five cents per bird. No mortality and a handsome margin.

 **The Chick Feed season is about over in most sections, but Growing Feed is in great demand. Dealers should order a light stock of "Baby Buster" Chick Feed, a fair stock of Intermediate and heavily on Growing Feed.**

 Look hard after lice, and use "OVERALL" MITE KILLER and "OVERALL" LICE POWDER freely. Don't let the "bugs" get a start.

 If you want to use brooding hens, this and next month are good months to set them. The old hen will raise a greater percentage of chicks during the hot weather than brooders, and, given a cornfield, orchard or patch of weeds in which to grow her family, she will raise them and go to laying again during August and September, when eggs are paying a good profit.

 Never allow anyone or anything to scare the chicks or fowl.

 Keep charcoal in front of your poultry all the time.

 Women make the best of poultry keepers and all find the work interesting, pleasant and very profitable. Our methods remove all doubt of success and any disagreeable features.

 Keep a cat or two about the poultry houses; they can be trained to let the chickens alone, and will save what trouble they cost many times over in keeping out rats and mice, the most troublesome vermin with which poultrymen have to contend.

 Let the stock roost in the trees, but look out for Mr. and Mrs. Fox. They have a large family to feed and are not real fussy who stands the expense.

 Provide plenty of shade for the turkeys, as the weather is now growing warmer. If you have not sufficient natural shade, now is the time to assist nature. Plant a little corn or sunflower; these grow quickly and make the best of shade.

 The dew is heavy in the early morning. Do not let the young turkeys out too early.

 Never use wet feed for young turkeys. This is sure to bring on bowel trouble. Green feed is the most essential article in their diet.

 Watch your flock for any symptoms of Blackhead. Remove the infected birds at once. *Margaret Mahaney's Turkey Remedy* for Blackhead is the only sure relief for this disease.



As I was saying, letters come from people all over the country and some of them make a fellow feel pretty good. A few months back Mrs. Lou Choate down in Lincolnville, Me., wrote and told me about a brood of 9 chickens only four weeks old and the smallest one in the brood weighed 73-4 oz. She fed them Park & Pollard "Baby Buster" Chick Feed and Growing Feed. She thought this was doing mighty well and I'm thinking she is right, and it shows to me clearly enough that Mrs. Lou Choate not only believes in full feeding but she also knows there is no economy in cheap chicken feeds.

OR YOUR MONEY BACK



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RESULTS



JULY

WRINKLES

-  Think ahead. If you want eggs next January begin to groom your hens now. Start them on a ration of our Growing Feed and Meat Scraps (about 10%) and continue until they are through the moult.
-  Pullets cannot and will not lay until fully matured or ripe. It is much easier to ripen them with full feeding during July, August and September, than during the colder months.
-  You can feed your birds so that they will come to laying at 5 months of age; you can also feed them so that it will take them 10 months. Our Growing Feed fills this need exactly. It is compounded with only one end in view—RESULTS—and you will get them quicker, better and cheaper by using it than by any other method. *Stuff them* with Growing Feed, unless they show signs of laying too quickly.
-  After this season of the year it is a good thing to send broody hens to market. July is termed a late month for hatching laying pullets, but if you have not ample stock, by all means get out enough to "make good."
-  Don't let any pens go empty. Hatch some July chickens. They are good money-makers if properly handled. Give them shade and green stuff, with good clean yards and coops and plenty of feed, and they rapidly overtake the May and June hatches.
-  July chickens can be depended upon to lay in January and February, and lay rapidly all through the late summer and early fall while the earlier hatched pullets are moulting. You will make no mistake by raising a good quantity of chickens this month.
-  If you will see that all your chickens that are not old enough to perch, sit with their feet on the ground, during the hot weather, you will avoid colds and roup among them. There is a wonderful amount of blood passing through their feet, and if the ball of the foot rests upon the ground (the earth being a remarkably good conductor of heat) this keeps their body temperature down, and prevents sweating and consequent colds. Board floors are necessary in the early spring months to keep the coops dry, and are decidedly wrong in hot weather for the above reasons.
-  The market demand is for heavy chickens and heavy fowl.
-  If you breed the American varieties, get busy, buy larger male birds; use larger females in your breeding pens; feed our Growing Feed all through the growing period, and you will increase the average weight of your flock one to two pounds each. Think what this means to you when marketing.
-  Mite fight is a "mite" or a fight if you start early and right and continue the battle throughout the season. Otherwise you will have a *mi-te* hard fight to show a balance on the right side of the ledger. Use "Overall" liquid Mite Killer.
-  Spread the youngsters out over the hay fields this month after the hay is cut and you will lose nothing, next season's crop will be the better for it, and if you lose some of the second crop, it will be fed to better advantage to the chickens than to any other farm animals.
-  The ideal conditions for growing chickens are:—(1) a short grass pasture sod where the grass grows fast, (2) a streak of sunlight and a streak of shade. (3) some high land and some swamps, (4) running water, (5) right coops, (6) and plenty of Growing Feed. Given such conditions the raising of chickens in small flocks is reduced almost to a certainty. On the other hand, conditions may be a long ways from ideal, and yet the chickens may thrive properly and gain right along, simply proving that domestic fowl have a most wonderful amount of adaptability. Don't feel flattered if your growing chickens run after you whenever you appear in sight.
-  It is neither your good looks nor charming personality that appeals to them: the truth of the matter is you have not fed them enough and they are hungry.
-  Keeping your chickens hungry is like robbing your own savings bank account. You may seem to have more money in your pocketbook, but at the end of the year you find that you really went behind in the process.
-  If you will feed them on our Growing Feed *now*, you will get eggs when they are at the highest prices. At the present time your birds have from 14 to 16 hours of daylight in which to fill up. In December they have hardly more than nine hours, so you can readily see that now is the time to take advantage of nature and crowd the feed into them.
-  A 5-pound chicken sold in August will usually bring 18 to 20 cents per pound, while if the

YOUR MONEY'S WORTH

same cockerel is kept until November, then weighing 6 pounds, he will be hard and not worth 12 to 15 cents per pound. In other words, you have lost three months' feeding by holding.

 Give what hens you intend to market Growing Feed and Meat Scraps in place of the "Lay or Bust" for a month before shipping, and the last two weeks of the time, feed on corn with no other hard grain.

 Let the March chickens have plenty of roomy roosting coops or roost in trees.

 Keep the feed always within reach.

 About this time put the caponized males in yards fifty feet square for fifty birds, push them with Growing Feed and plenty of Meat Scraps, with liberal feeds of corn and barley.

 Do not hold the cockerels intended for market too long. Remember, as a general thing, after they reach five pounds, the price per pound is going down and it is up to you to get your money out of them at the earliest opportunity.

 Lice like to hide away under the ends of the roosts. Every time you spray, lift the roosts and give the pests a dose that will drive them out for good and all.

 There ought to be a law forbidding over twenty-five chicks together. Don't let the chicks sweat. Look into their coops every hot night and see that they are all right—every night if convenient.

 Allow chicks the run of swamp land during hot weather, but get them into upland brooding coops at night or colds may result.

 If your neighbor complains that his hens are not laying this month, tell him what "Lay or Bust" is doing for you. If he still thinks the old way is good enough and prefers to let his hens run at large, buy them of him, put them in an open front house, confine them to the house and feed "Lay or Bust." You will get enough profit out of them in egg production to pay for them before they moult. Fatten them on Growing Feed a month before shipping them to market.

 Keep the house as cool as possible.

 Shady nooks are relished by the hens.

 Be careful in gathering eggs; do not let any suspicious ones get mixed in.

 One bad egg is enough to put a question mark on the whole week's production, and may lose a customer.

 Renew the nest material frequently.

 Eggs steadily advancing in price and giving good profit, in fact as good as during the cold winter season.

 The care and feeding of turkeys from this month on will show the results at the Thanksgiving feast. Keep a dish of *Margaret Mahoney* Turkey Feed before the flock at all times. Give them a liberal amount of green feed daily.

 Turkeys will not grow when covered with lice; use "Overall" Mite Powder,—*sure relief* for lice.

 Save every bit of sour milk you can for the poultry. They will make better use of it than any creature on the farm.

 Don't try to crate fatten young or old stock in hot weather. They fret and worry with the confinement more than they gain. Better feed our Growing Feed liberally from the time they are hatched; then they are always fat.

 Look out for lice in all your new as well as old houses, for they seem to thrive better in the new wood. Use "Overall" Mite Killer all around cracks, nests and roosts of laying houses and roosting coops. These are bad enemies.

 Cats and chickens agree sometimes, but stray cats are always subject to suspicion, and if you are losing chickens and can trace them in no other way, set a box trap and bait it with a dead chicken. If the cat takes the bait, your suspicion is correct. Dispose of the cat with as little delay and disturbance as possible.

 Four primary essentials of poultry keeping: proper houses, good tools, good feeds and cleanliness. Of these four only the first and latter two are necessary for success in small flocks.

Warner, N. Y., August 5, 1914.

Patterson Flour & Feed Co., Syracuse, N. Y.

Gentlemen:—Am more than pleased with Park & Pollard feeds. They cannot be beaten. Have had very good results. My seven-weeks chickens weighed 2 pounds apiece.

Very gratefully yours,

(Signed) MRS. R. MICHELS.

OR YOUR MONEY BACK



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RESULTS



AUGUST

WRINKLES

 The advent of the moulting season means much to the thinking poultryman. He now comes to the parting of the ways, for he should make up his mind right now as to whether he shall winter his old stock or not.

 Personally, the writer very much prefers *early pullets* for *winter egg production*, and *late pullets* for *late summer and early fall eggs*. These late pullets do not lay until January or February, and they continue very late the following summer and early fall when eggs are always high in price, and make more satisfactory returns than yearlings or two-year-old hens carried over.

 For the next year's breeding stock, however, the yearling birds, or even the two-year-old hens, are better than pullets, if they are equally healthy and kept under proper conditions.

 These next year's breeders should be carefully selected now and only the best of the flock reserved for this purpose. They should be well fed to get them through the moult in good season, and kept from laying until the breeding season arrives.

 Reserve for breeders only such specimens as "fill your eye"—good heavy birds up to the standard in weight—birds that you know have never seen a sick day and are the picture of health today.

 Remove the male birds from the pens if you have not already done so, and feed the females liberal quantities of green food and Growing Feed, with some appetizing change in the grain ration to tickle their appetites.

 If you would prevent your exhibition stock of white birds from getting brassy and your parti-colored ones from fading, better keep them in fairly dense shade until the feathers are all out and the sun has lost some of its intensity, as it will in October and November.

 By all means, keep your show male birds by themselves when moulting, and feed liberal diets of Growing Feed and green foods. Scanty feeding tends to produce white feathers at base of tail and in flight feathers of wings.

 Isolate them until breeding season another year and you will find that yearlings and two and three-year-old cocks are much better as breeders than the cockerels.

 Market the culls or balance of your flock that you have decided not to winter as soon as they stop laying, or as they begin to drop their feathers.

 There is this to be said, however:—If you will change their diet for a few weeks before moulting season begins you can get another litter of eggs from many of them and at the same time get a very handsome increase in weight.

 If you have been feeding heavily on fish and wheat feeds, change to corn and meat scrap ration, or vice versa, although the fish and wheat feeding will not tend to increase the weight a great deal, but this can be made by the feeding of whole corn, one feed per day.

 Summing it up, it would mean something like this:—July and August are the months to cull closely, feed heavily and get ready for next winter's egg yield.

 Chicks getting plenty of shade and green food? This is the time that Dwarf Essex Rape works in to advantage.

 As fast as you kill or sell off the old stock, clean out the houses and have them ready for the youngsters.

 When the poultrymen all find out that the first year of a layer's* life is the most profitable, they will begin to market their old hens as fast as they start moulting. They should push them hard the first year, then buy or raise pullets to take their place. Early moulters are frequently slow moulters, taking eight to ten weeks for the process, while the late moulters will get through in half the time. Send them to market as soon as they show signs of moulting and get pullets to fill their place. All the old surplus stock should now be marketed. Getting on to moulting time, and the egg crop is gradually dwindling.

 For a quick, safe moult of layers you intend to winter again and breeding male birds, no feed can compare with liberal quantities of green food and our Growing Feed. This ration fully nourishes the system now over-taxed with growing new feathers, at the same time fattens the birds gently and puts them in prime show condition.

*A "layer" is a hen or pullet devoted to market eggs, not destined to be used in the breeding pen.

YOUR MONEY'S WORTH

 Shade, green stuff and plenty of water are all very essential for August chickens of all ages and sizes. Keep the different sizes by themselves, for while under our "Lay or Bust" System the small ones have a far better chance than under the old style of feeding, still we must help them all we can and let them have their share of the "fat of the land."

 With the *early chickens* we must take care to keep the hens dry, and their feet off the ground when brooding. Late chicks must be kept cool, and after a few weeks old, we must be careful to keep *their feet on the ground when being brooded.*

 Be sure that every chicken you own has plenty of elbow room to grow in and see that he is never overheated after nightfall. This is a bad month for crowded quarters. Often the seeds of next winter's crop of roup are sown in this month, simply by keeping the youngsters crowded into quarters about the right size for one-fourth the number. Results: the chickens are too hot at night and take cold by getting out on a chilly morning in September and waiting around for the sun to warm them up.

 Do not think that the chickens can live on grasshoppers; give them all the feed you can get them to eat with the grasshoppers as an extra.

 Watch the droppings of the turkeys for a yellow discharge. This is the first indication of Blackhead.

 Remove birds showing these symptoms at once and treat with Margaret Mahaney's Blackhead Remedy.

 Thousands of turkeys' lives were saved with this remedy last year. August is a good money-making month. Prices of poultry are at paying figures; eggs bring better returns and chickens hatched this month make splendid roasters during February and March.

 August hatched chicks will be found rather more profitable if turned for market than kept as layers.

 It is somebody's fault if the little summer chicks are dying. The tender little fellows cannot withstand heat and lice combined. Protect them from the sun and get after the lice.

 Begin to market the old hens as they stop laying. Be sure that they are good and fat, as per suggestions in July.

SECRETS OF SUCCESS

 Plenty of fresh air.

 Chicks free from lice.

 Growing Feed from hatch to laying house.

 Full crop at night.

 No crowded quarters.

 Sanitary feeders and water holders.

 Chicks shut up at night, with wire doors to coops.

 Plenty of green food during hot weather.

 Hover break the chicks early.

POULTRY HINTS FOR AVOIDANCE OF SUMMER DISEASES

 Apoplexy and sudden deaths during the hot weather are many times the result of last fall's cured (?) cases of roup.

 The Barred Plymouth Rocks seem a little more prone to these troubles than other varieties.

 Summer colds and snuffles among growing chickens are the results of too hot sleeping quarters. Be sure that their feet rest on the ground and not on board floors, and that they are never over warm. About all they need is wire to protect them from the skunks, etc.

 Late chicks not growing is usually the result of carelessness, crowding, unclean brooders, or yarding them in the same yards the early chicks used, or from mixing the young and older chickens together.

 Always keep each age by themselves, and be just as enthusiastically clean with these later comers as with your first-born pets that came in March. Be sure that they all get plenty of Growing Feed, and a nice clean grass run if you can supply it; if not, a good lot of alfalfa.

 Whenever you can do so, separate your chickens into smaller flocks. The smaller the number together, the less trouble and more rapid the development.

 Hens laid out—change the feed radically from "Lay or Bust" to Growing Feed, and a new lot of eggs will come along.

 "Going Light" is a diseased condition that is hard to cure, caused by too much poor quality meat supply. The cure is about the best remedy.

OR YOUR MONEY BACK



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31	Thurs.	

RESULTS



SEPTEMBER

WRINKLES

STARTING POULTRY KEEPING IN THE FALL MONTHS

Starting in the fall months we find eggs at the extreme high figures.

Our cities are growing rapidly; our people are appreciating the value of fresh eggs. The price keeps working up and will continue to work up until you receive 75c. per dozen for them during the holidays.

To provide table eggs, buy well matured pullets, and the mixed varieties will do just as well as the more expensive, full-blooded breeds. For breeding stock purchase only full-blooded yearling hens or early hatched pullets.

Buy house and other appliances as suggested in the spring months, but support the house on posts and get sand or gravel in early before the fall rains wet it. House your birds that are intended only for laying, but let the breeding stock have all the range outside the house that you can provide.

Be sure to have plenty of litter so that your birds' feet never get on the cold ground, but don't overdo it, for they will not scratch as well if litter is too deep. Just right is when they scratch down to the gravel every day.

The Constitution of the United States reads: "All men are created equal." As applied to men, we are inclined to differ, but when applied to hens and they are all eating our "Lay or Bust," they are nearly if not quite equal. They all lay—the Bantams and the Brahmas, the Cochins and the Leghorns, the Rocks and the "Dottes," black or white, buff or blue, mixed breed or pure bred, mongrels or "high-brows"—with almost equal intensity, on this ration.

Not much money needed for poultry keeping in your back yard. A space 15 feet square will be large enough for a No-Yard house, and a profit of \$50 per year from the sale of eggs alone (and this without the added detail of raising young chickens) is nothing unusual from a flock of birds housed and fed under this No-Yard System.

The labor is a trifling consideration. Simply buy the mature pullets in the fall, keeping them confined in these houses until the next fall, then market alive and buy a fresh lot, or better yet, kill and eat as you need them during July and August. Very little skill is required, as the birds are matured when purchased, and as soon as they get settled down in their new quarters, go to laying and have very few, if any, ailments.

The table scraps add variety to the regular feed ration and make even better producers of them than when kept in larger quantities, so that as an average the small poultryman gets the best egg yield and the most profit per head.

It is not too late to get another litter out of the hens that have not moulted yet. Feed them Growing Feed and Meat Scraps as a change from "Lay or Bust." As they begin to moult, and as you need the room for growing pullets, weed them out and market them. When they get so that they average less than an egg apiece per week from the flock, ship them.

Pullets are worthy of your best attention. Get the early ones into winter quarters, and contented, this month. It checks them less to move them before they begin to lay. March pullets should be laying this month.

Yard the cockerels by themselves; not only the market stock, but the ones you have selected for breeders. They grow much better than when placed with the pullets or hens. If they begin to get scrappy, put in one of the old cocks with them. He will maintain order, and is tickled with "his job."

This is the time the wet-mash hen goes to pieces, so to speak. While her dry-fed sister is laying right along, she takes a complete vacation, loafs around, neither an ornament nor help, demonstrating the truth of our claim of healthier flocks by our system of feeding.

Kill off your old hens for your Sunday dinner. Kill about Wednesday or Thursday and thoroughly cool, then put them in the ice box until wanted. Do not dress them until time to prepare them for cooking. They are much better eating than when cooked the same day or with only one day intervening.

Watch your flock of growing youngsters. If you find a number that lag behind the others put them by themselves and see that they have a little better chance.

YOUR MONEYS WORTH

Have your houses all cleaned out and put in about six inches of clean sand or loam before the fall rains come on.

Keep the hens happy and healthy. Use "Overall" Mite Killer and a good disinfectant.

The contented hen fills the egg basket.

Change from Growing Feed to mixture of half "Lay or Bust" and half Growing Feed for the pullets ready to lay.

Get the capons to market, for prices are now on the downward scale, and it does not pay to hold them once they are in condition.

Keep track of the different lots of cockerels and your different breedings by a system of banding the birds.

Chickens growing right? If not, watch the "Overall" Feeders more closely. If they miss the feed you miss the growth.

Now the July pullets of last year will give a nice yield of eggs at prices that pay handsomely. If for table eggs, let the birds stay in the house all summer; in fact, after they go into winter quarters never let them out of the house again and you will get a larger egg yield.

Get the regular fall cleaning done and by the latter part of the month have everything ready for a quick shift if there is need. Be sure all coops over your plant are tight; whitewash or disinfect all winter quarters.

More birds start in the wrong direction and toward a winter sickness in September than in any other month.

There is no reason why you should not be getting an egg yield of from 33 to 50% right now from your last season's late pullets and a fair yield from the early ones and the old hens. Confine them, feed Growing Feed and moult, and fatten them at the same time.

Reduce the amount of Scratch Feed if your hens fall off in egg production. This forces them to eat more "Lay or Bust" or Growing Feed, resulting in more eggs.

We expect that you have been feeding our "Lay or Bust" and Scratch Feed to your laying hens all the year. If so, you have noted how much better they lay during the moulting season than when fed under the old system.

The old rooster crows well, but he is a tyrant. Either sell him or get him away from the laying hens some other way. He pesters them so that they cannot do their best.

Remember that we have experienced about all the poultry troubles in the calendar, and having discovered a cure for them will be glad to help you over any hard spots you are experiencing. Write often.

It is not economy to save the feed at any time during the life of the birds. If you can't afford to feed your flock, sell them to somebody that can.

Milk (skimmed, sweet or sour) is one of the best feeds for growing chickens and it will pay double the profit when turned into poultry that it will when fed to pigs. Give it to those youngsters to drink, keeping the Growing Feed dry, and you have a combination that will grow your birds like magic.

Have a closely woven wire door to each of your chicken houses and don't forget to close them at night, or some rat, skunk, mink or weasel may deplete your stock.

A pullet or hen is of no value to you if you do not feed her. Eggs she cannot manufacture without food, any more than a loom can manufacture cloth without cotton. The value of the loom is in how fast it will convert cotton into cloth. The value of the hen is in how fast she will convert feed into eggs. Feed every atom she will eat. *The only time to stop stuffing your birds is after they have gone to market.*

We repeat last month's warning; keep the chickens cool nights, do not let them pile up or sweat, see them personally after they are in their coops at night at least once a week, and provide plenty of room. Get them out of the trees after the nights get frosty; put them in winter quarters, but keep the house cool. We do not advocate warm poultry buildings, but we do insist that they must be dry and free from draught.

Eggs are getting scarce and higher.

Each brood of chickens from one year's end to another should have a new spot of land to grow on, but this is particularly true of hot-weather hatches.

If you hear your birds sneezing, put some Roup Powder in the water. It will prevent more serious trouble later. Slight colds often start from shifting quarters at this time of year. Follow housing directions on page 6.



1	Friday	
2	Sat.	
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10	Sun.	
11	Mon.	
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22	Friday	
23	Sat.	
24	Sun.	
25	Mon.	
26	Tues.	
27	Wed.	
28	Thurs.	
29	Friday	
30	Sat.	

OR YOUR MONEY BACK

RESULTS



OCTOBER

WRINKLES

 All your birds should be in winter quarters this month. The earlier March hatches should have been under cover last month and should now be laying quite steadily. It is always better to house them a month or six weeks before they begin to lay, for fall laying is against Nature's law and on the slightest provocation she steps in and puts an end to the unnatural production, and it is hard work to regain the ground lost.

 Select your next season's breeders now and choose the ones that have made the most rapid growth as youngsters, i. e., the ones that have reached the four to five pounds weight in the least number of days and which at that weight would have presented an attractive carcass dressed.

 The more vigorous the male, the larger the percentage of good pullets from mating. (See August hints for care of males out of breeding season.)

 See that the layers eat as much bulk of "Lay or Bust" as of the Scratch Feed, and if they show too much partiality for the Scratch Feed cut it short for a few days until they are eating the "Lay or Bust."

 This is the right month to have your winter layers start in. If they begin much earlier than this they are not, as a rule, as good layers, and sometimes get broody and moult.

 Divide the pullets into small flocks, being careful to keep each size, age and color by itself for best results,—unless mixed colors have been raised together. *The smaller the flock, the faster they will develop.*

 If you have never fed our "Lay or Bust," you don't know what it means to you. Think of it. Eggs at this season of the year from every pen. They can't help it. Lay they must, when they eat this feed.

 Mix the Growing Feed with the "Lay or Bust" for the pullets. The combination is an ideal one for promoting the development of the ovaries, and by liberal feeding get the persistent laying habit fixed. Don't expect heavy laying without heavy feeding.

 Market or eat the old hens, old cocks, chickens, surplus pullets, in fact everything you wish to turn into cash. Ship them alive. Keep only what you can properly feed and care for,—especially feed.

 Gather the leaves for litter. The birds need exercise to keep in the condition that means profitable poultry.

 We are now getting a good supply of eggs from March and April pullets and the May hatches are starting in. Keep the different ages by themselves, so that the younger ones are not "bossed" around. Kept separated they will mature much quicker.

 Many bad cases of roup are started this month by allowing the chicks to lie around under the bushes in damp places. Better yard any that show a tendency to act in this way, feed liberally and use "Overall" Roup Powder in drinking water.

 Keep the late chicks in the coops these frosty mornings with an Overall feeder of Growing Feed for them to pick at until you let them out.

 Some chickens grow one end at a time and during their early days are sometimes all legs, while later they mature into quite well proportioned stock; then again some of them have the appearance of standing still and making little progress for a month or more, when they shoot ahead again. All these should be weeded out and a quick-growing, hearty-eating bird that was well proportioned at four or five pounds, chosen. This does not mean the undersized, small, precocious chap that gets "cocky" when very young. These are just the ones you should avoid, for if bred from they will run the size of your flock down very rapidly. Choose rather the male bird that does not discover he is a male until six or seven months of age. He has been busy putting bone and muscle together and he will make the right kind of chickens that do not "go hard" young.

 "Lay or Bust" is like the headlight on the engine; it points out the way and shows the path to success. Simply keep your train on the rails.

 The farmer will have some cabbage that did not head up well. It is just what you want. Spread it on the north side of the house and cover with about a foot of hay and leaves.

 Use water-proof sheeting in place of window glass. It is the cheapest and best.

 Be sure all of the chickens are out of the trees before the cold rains start in, and when

YOUR MONEY'S WORTH

changing birds from the trees into the houses, take every window out of the poultry house and see that the houses are as cold as they can be kept; your hens will thank you for it,—more eggs, better health.

 **Brown Bread made from Pocahontas Corn Meal is an old New England dish. It's a standard Saturday-night-dish on the majority of New England tables at this season of the year. Receipt page 55.**

 Use wireless brooders, the best feed you can buy, and be sure to get your birds in "No-Yard" houses the first of this month. You can save labor by following up-to-date methods, but don't try to save on the first cost of feed. You might be a few cents ahead on the start, but you would be dollars behind on the finish. Remember: keep them growing from the start and get them into winter quarters six weeks before they are ready to lay.

 Do not put twenty hens where you should have only ten. Two lots of ten each will lay more eggs in the same floor space than twenty running together.

 The old teaching was: Do not overfeed. Our slogan is: Do not underfeed. A dozen eggs weigh from a pound and one-half to two pounds. A well fed hen will lay fifteen dozen in a year or from five to eight times her weight. Can she do it if you do not give her the material with which to make them? Should you assume to regulate her appetite? Should you not be striving how to get her to eat more, and the more the better, if of the right proportion?

 In the latitude of New England poultry should be in their winter quarters and everything snug and in shape for the cold winter that is now liable to come this month at any time.

 The secret of success is hard feeding and cleanliness. Keep up their appetites and keep down the vermin. Our feeds and our mice killers will serve both purposes.

 Early layers have to be handled carefully. Write us if you have any trouble.

 Teach the pullets to scratch. When they are scratching busily it denotes that you have not over-fed on Scratch Feed.

 Keep litter in the pens not too deep, 6 to 8 inches is about right. Scratching is beneficial, helps their digestion and promotes egg laying.

 Stuff the old hens that are almost through laying, with our Growing Feed and corn. You can easily add a pound each to their weight and get more eggs from the change of diet.

 Select the extra large turkeys for next year's breeding. Clean up the winter quarters. Whitewash the inside of the building and put fresh dirt on the floor. Begin now to prepare the turkeys for market. They are nearly full grown now, so spread them out. Overcrowded stock means light weight birds and troubles with roup.



Poultry Shows are a great source of inspiration. They give everybody an opportunity to compare notes, and when we hear that Harold T. Boothman of Adams, Mass., captures the championship his R. I. Red pullet brings and that he fed her on our "Baby Buster" Chick and Growing Feeds, we know that he has good stock, for Greenfield is a hotly contested show every year. Try again, Mr. Boothman, and get the championship on a cockerel next time.

Did you ever attend a Poultry Show at Bridgeport, Ct.? Believe me, you will find some enthusiasm there. Really it's a hotbed of poultrymen, and Mr. F. C. Crane has been through the Secretaryship of the Consolidated Poultry Association of Bridgeport and so is one of the best posted poultrymen in Connecticut. He bought two settings of White Leghorn eggs and 20 day-old White Wyandotte chickens, fed them our feed and sour milk and had two-pound chickens at two months. He closes by wishing us the best of success for 1915. Say, the man that is Secretary of a successful Poultry Show ought to have a double portion of success reserved for himself.

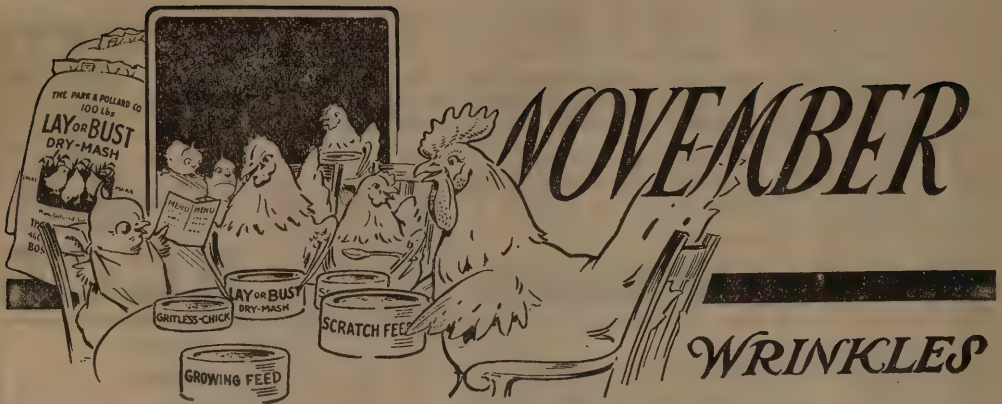
Readers of this book know that we always refrain from telling of the enormous profit that can be made from a half dozen hens in the back yard, but we are glad to receive word from Arthur J. Herron, Lowell, Mass., that on closing his record last season he found he had made a net profit of \$4.00 per hen using our Feeds and selling the eggs to his neighbors. That's mighty good work, Mr. Herron.

OR YOUR MONEY BACK



1	Sun.	
2	Mon.	
3	Tues.	
4	Wed.	
5	Thurs.	
6	Friday	
7	Sat.	
8	Sun.	
9	Mon.	
10	Tues.	
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24	Tues.	
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30	Mon.	
31	Tues.	

RESULTS



 Getting out on the cold ground, walking around in the snow and slush, damp litter, all keep your birds from laying. Don't try to keep them warm, but keep them dry at whatever cost. **Keep** them scratching.

 You know that when the hens are laying life looks a lot different than when they are loafing. If you have not done so already, order some of our feed *today* from your dealer. *Your prosperity will follow.*

 November is a month of long nights and short days; while during the summer months the birds are on the roosts eight hours or less and busy eating the other sixteen, now the reverse is the rule, and they should not be kept waiting a minute for the owner or attendant to feed them. Our feed is always there and as soon as it is light enough they can begin filling up. Naturally they are at it from morning until night. No chance for a feast, then a famine, as under the old system. This is why results are more certain with us.

 March and April pullets and the May-hatches should be starting in to lay. Keep the different ages by themselves, so that the younger ones are not "bossed" around. Kept separated they will mature much faster.

 Eggs bringing long prices and poultry at the low point for the year. The more "Lay or Bust" your hens eat the more eggs they lay. The more eggs they lay the more "Lay or Bust" they crave. You can't lose when you feed this ration.

 Push everything to market early this month or use them on your own table unless you want them for breeders another season, as the holiday markets later in the month are seldom satisfactory, except for very large, choice, eight to nine-pound canons. These it might pay to hold, but really they should have gone to market two months ago. November is, on the whole, a bad month to market fowl and chickens. Turkeys have the right of way, and so many unposted producers rush in fowl and chickens that the market is usually glutted and prices run low.

 Years ago, not so many at that, we all got up early, a lot before daylight, and started boiling water under the big kettle. Then we lugged the mash around to each pen and we put down just what they would eat up clean in five minutes. We had shutters for the windows, roosting closets, every crack and crevice sealed up tight, warmed the water and the grain. Think of the steps we took and then we didn't get half as many eggs as we do today with "Lay or Bust" fed once a week, open front houses and cold water; the hens are a lot healthier, our health is better too, and the profits are more than double.

 Have you purchased your stock of breeding cockerels? It is a good time now before the stock gets culled over.

 The people who are on intimate terms with their poultry, so that they can pick the hens up at any time, are the ones that get the large egg yield. Do not put your pullets from airy coops or trees into winter quarters that are warm and tight. Give them lots of air, without draught.

 Do not put the windows in because it is cold. Remember that your birds have better overcoats than the best of us can buy and they cannot take them off when the room is too hot. Plenty of windows make hot houses of your buildings on bright, sunny days, and zero conditions at night. Open-front houses mean cold houses day and night and maintain a much higher standard of health in your flocks. Now we mean all we say. *One-third of the south side open 365 days in every year for best results.*

 See that your house is banked up around the bottom, so as to avoid draughts. The poultry will stand almost any degree of cold, but draughts mean sure trouble.

 July and August chickens should be pretty well feathered out and able to care for themselves if properly housed.

 It is not always necessary to supply Grit, but it is so cheap you cannot afford to take chances. The hens need it for best results.

 A simple recipe for getting eggs in the fall and early winter: Early hatched, well matured pullets or yearling hens that were moulted on Park & Pollard Growing Feed and raised in airy houses, without glass windows or draughts, plenty of litter on the floor; birds kept confined

**Look on
Page 56**



YOUR MONEY'S WORTH

to the house, fed upon our "Lay or Bust" and Scratch Feed; kept busy scratching and healthy by fresh air, good water and plenty of shell and grit. Isn't that simple?

If there is any sign of a cold, use some of our "Overall" Roup Powder.

Push the "Lay or Bust" into your laying stock. The eggs must come or the birds will explode, when you use this ration.

Thousands of women are engaged in poultry keeping, finding it a sure and profitable method of making money, and the marketing of the birds alive removes all the disagreeable features of killing for market.

Best of all uses for Pocahontas Corn Meal is Indian Pudding such as our grandmothers made years ago. It's delicious and easy to make. See rule on page 55.

"Every body loves a chicken," but the turkey is what counts in November. This is your last chance for the finishing touches. Remember that turkeys bring high prices. A few extra ounces in weight will more than pay you for the attention given them.

If you have fed the Margaret Mahaney Turkey Feed all the year, this month will reward you with large, plump, well-fattened birds. Keep the "Lay or Bust" clean; remove the straw and litter from it every morning.

Keep them eating. Remember you make your profit on the extra feed you induce your birds to eat.

Yes, it is some cold, but the birds won't mind it if their house is dry and free from draughts. Keep them healthy and happy with plenty of fresh air and proper feed.

Better gather your eggs for hatching several times a day; during this kind of weather eggs quickly chill.

Try to out-distance your neighbor in raising poultry next spring, but do it in a friendly way, don't boast about it.

Keep the hens busy. Dry leaves make the best of litter.

Tell your dealer how many eggs your pullets laid last month. Tell him all his customers would be as prosperous and pay their bills as promptly as you do if they bought our feeds and followed the common-sense directions laid down in this Year Book.

POULTRY HINTS FOR AVOIDANCE OF FALL DISEASES

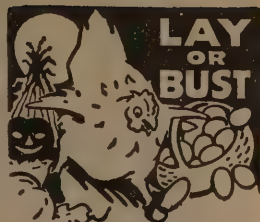
Practically the only trouble to guard against in the fall and early winter months is roup, or neglected colds, and this is really the only one in the business to fear—and fear this we must, as it is the worst of them all; in fact, is worse than all the others combined. It is caused usually by crowded sleeping quarters, or roosting in draughts or in too warm houses without sufficient air.

Birds housed in houses that are one-third open to the weather on the south side (or more open in southern climates), will be free from roup or colds if the opening allows no draught. Give the birds good air to breathe at all times, treat them as though they were hardy and strong from the time they are hatched, and they will be strong and free from disease. Baby them, pamper them, raise them in heated buildings, keep them in tight houses, and you will have continuous trouble.

When moving your stock into winter quarters during the fall and winter months, use a very little "Overall" Roup Powder in the water as a preventative. Take out the windows, but see that the birds are not in a draught on the roosts.

The one worst feature of the long houses is the tendency to draughts, and the likelihood of canker and other contagious troubles working from one pen to another. To avoid draughts, the houses must have tight board partitions between each pen. Colony houses should be fairly tight on all sides but the south, and the opening here should be in the center and about two feet from the floor.

It is not easy to get eggs in winter anyway, but Mrs. F. E. Linneken of Jefferson, Maine, says her hens didn't do a thing last winter until she began feeding "Lay or Bust" and Scratch Feed. In a short time they surprised her and have been doing finely ever since. If Mrs. Linneken had started earlier she would have had eggs all winter.



EGGS

1	Wed.	
2	Thurs.	
3	Friday	
4	Sat.	
5	Sun.	
6	Mon.	
7	Tues.	
8	Wed.	
9	Thurs.	
10	Friday	
11	Sat.	
12	Sun.	
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23	Thurs.	
24	Friday	
25	Sat.	
26	Sun.	
27	Mon.	
28	Tues.	
29	Wed.	
30	Thurs.	

OR YOUR MONEY BACK

RESULTS



DECEMBER

WRINKLES

STARTING POULTRY KEEPING IN THE WINTER MONTHS

December, January and February are cold months, but this should not deter any really earnest poultryman from starting in business.

We suggest the purchase of 15-18 pullets with no male bird, if you are in the business to supply your table with fresh eggs alone.

If you are starting in to breed your own stock, and this lot is for your original breeding stock, we urge the purchase of not over 10 females, preferably yearling hens, and a good vigorous cock-eral,—one that is well developed and fully up to the standard weight of the variety you have decided shall be your choice.

It is not economy to purchase breeding stock that is too blue-blooded or that is pure-blooded rather than rugged.

Get your breeding stock out of doors every day and the eggs will hatch much better. Dig off the snow in front of the coop, making a space equal in size to the size of the pen. Feed them our Scratch Feed once a day outside in some litter so they will scratch in the open air for it. This means some extra work, but fertile eggs in winter are worthy of a good deal of extra labor.

For one-pound broilers and for eggs for the New York market the Leghorn is rapidly forging to the front even in New England. Treat them the same as the other birds and you will find them just as hardy, and they enjoy the distinction of being non-setters, which is a great advantage during the spring and summer months.

Hatch a few broods of chicks this month. They will lay in March and keep at it until fall. Winter them in a house by themselves, with plenty of food by them at all times. Sell the cock-erels in February.

Do not spend much money on fancy breeds, new varieties and new blood. If you will take proper care of your own stock, you can develop it into as handsome and hardy a stock as any you see in the show rooms.

Keep your expenses and your ideas down to the market level of price and you will make money, while if you try for the long prices of fancy stock, you will find only disappointment and loss.

We have been there,—we have won the ribbons, and sold the high-priced birds,—but take it from us, THERE IS NOTHING IN IT. It is the good market biddy that has no frills, fancy skirts or shirt-waists, that pays the grocery bills and the mortgage.

Do not go into the poultry business if you do not like hens.



Don't let your market egg layers out of doors under any condition during the winter months. and keep their pens well littered. There is a wonderful lot of blood circulating through their feet, and they won't lay if they stand around in the mud and snow all day.



This is the month when "eggs is eggs" and producers of real eggs will come into their own. Encourage your hens and pullets to get to laying with liberal feeding of "Lay or Bust" and our Scratch Feed, then get in touch with your city acquaintances and give them a sample dozen of eggs "right from the nest with the bloom on." Arrange to supply them regularly by parcel post and get long prices for good stuff. Your prosperity will follow.



Breeding stock previously selected should be housed in cold houses and fed upon our "Lay or Bust" and Scratch Feed with oyster shells always within reach. This ration insures a steady egg yield, birds always in good health, and if the stock is such as we have described, eggs are sure to be fertile, and chickens hardy and easily reared. Sloppy, wet mash, stop-watch feeding is not only nerve racking and continuous drudgery to the owner, but keeps the birds on edge and at all times watching and waiting for the next feed. Where our way is once given a trial, the old methods are sure to be laid on the shelf, and you wonder why this business method was not previously discovered.



See that your birds have dry quarters, plenty of "Lay or Bust" and our Scratch Feed,—and the eggs must come.



Look up pages 40 and 41 and get a few of the delicacies coming to your table regularly. Man was not intended to live on a narrow, restricted diet, and the more variety we eat, the better health we shall enjoy. Get busy. Buy the wife some of the new kind of Corn Meal and get your share of the good things of this life.

YOUR MONEY'S WORTH

 In selecting breeders (see August hints) for the roaster that is to be hatched next month, choose the male as per suggestions in October and select females that are of good size, hardy, vigorous breeders, birds that from the shell up have never known what it was to lose a feed. We strongly favor the large American varieties for all purposes, for they lay as well and make much better poultry than the smaller breeds. Select hens, yearlings, that are well through the moulting and about ready to lay, or pullets that have been well matured before starting to lay, thus insuring good-sized eggs; mate not over six or eight females with a male that has been kept away from all females until this time, and the chances are you will get eggs that will hatch those strong, rugged chickens that live through tornadoes, earthquakes and blizzards.

 Provide a wind-break of some sort. Burlap sacks tacked or pinned to the fences, or evergreen brush so piled as to keep the searching winds from striking them, all tend to make them comfortable and happy out of doors, and that spells eggs that will hatch strong, hardy chicks.

 See that your birds are eating every minute of the time from leaving the roosts until they get back on them, for they now spend about two-thirds of their time on the perches and must eat continuously while they are on the floors of the pens to get enough to lay all the eggs you expect.

 Hens are gluttons. They *must* be in order to produce the enormous amount of highly concentrated food stuff that their year's eggs represent. Moral:—Cultivate their gluttonous appetites by continuous feeding. Your reward will be more profits.

 Keep in airy houses with liberal-sized opening in the middle of south side, which are never closed night or day, and feed our feeds as directed.

 It is nice to have the house whitewashed so it will not be so dark on stormy days.

 Crosses are sometimes more satisfactory than full-bloods and for roaster work it is sometimes best to use Brahma males and Plymouth Rock females. Such stock makes the best of roasting chickens, but is a little slow in maturing for eggs. The above mentioned cross makes ideal birds, and housed in No-Yard houses, or buildings of about the same plan, should grow to maturity with very little mortality and make a hatful of money for the owner.

 Cut out the leaks, not only in the coop but in your business. If you have a lot of old hens that do not look like laying right away, or cockerels that are not large enough for breeders, or any old cocks that you are not going to use, market them.

 Keep an egg record. Try to have an intelligent idea of what your poultry costs you and what it returns.

 Write and tell us the result of the year's use of our goods. If there is any way that you think they could be improved, write us fully and give us your ideas. We want to make them better if possible. You can help.

 It is a good idea to use some "Overall" Roup Powder in the drinking water. "Prevention is better than cure."

 Before starting the incubator test the thermometer, as the best of them go wrong sometimes. A slight variation may upset your hatch. Your family physician will have a clinical thermometer in his pocket at all times and he will be glad to test the incubator thermometer for you.

 Do not bother him to test more than one, for you can test the others by the first one.

 Get your birds into small flocks. Get them settled down for the winter.

 Get late hatched pullets in place of two-year-old hens. They will pay better. (Of course early hatched pullets make better breeding stock.)

 After marketing the Thanksgiving stock, hold over a few of the light turkeys for the Christmas trade. You have more room now and they are bound to thrive. Remember that of late years the turkey tastes as good at Christmas as at Thanksgiving, and the prices are equally as high. See that all breeding stock is well sheltered and protected from the cold.

 The Park & Pollard system spells *profits* for you. If you have not stood head and shoulders above your competitors, if you have not made as good a success of poultry keeping as you should, get a copy of our 1917 Year Book, read it and reread it, then accept it as your platform this coming year.

 Is your name on our mailing list?

Are your friends' names on our mailing list?



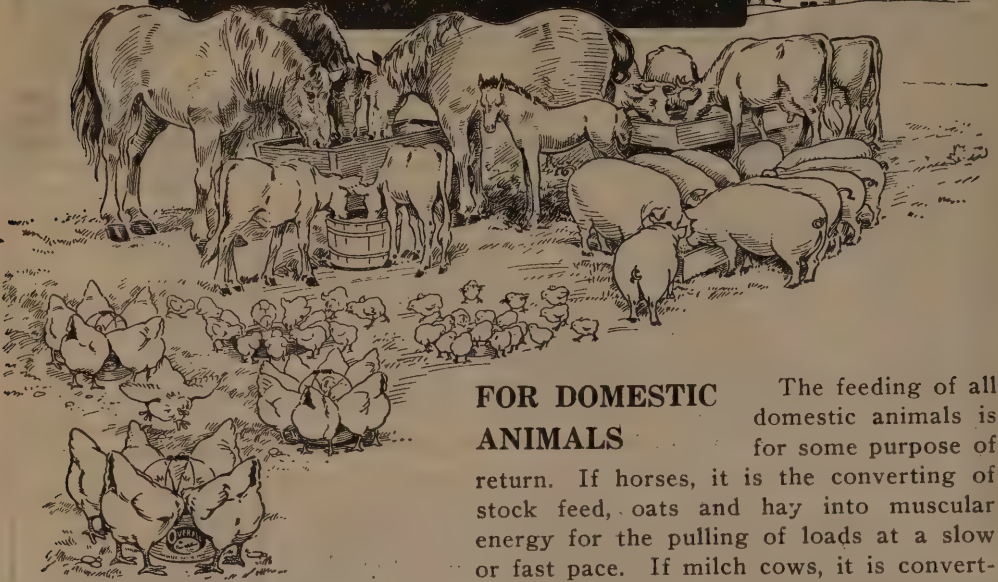
EGGS

1	Friday	
2	Sat.	
3	Sun.	
4	Mon.	
5	Tues.	
6	Wed.	
7	Thurs.	
8	Friday	
9	Sat.	
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27	Wed.	
28	Thurs.	
29	Friday	
30	Sat.	
31	Sun.	

OR YOUR MONEY BACK

RESULTS

FULL FEEDING



FOR DOMESTIC ANIMALS

The feeding of all domestic animals is for some purpose of

return. If horses, it is the converting of stock feed, oats and hay into muscular energy for the pulling of loads at a slow or fast pace. If milch cows, it is convert-

ing grass, hay and grain into milk, cream or butter. If hogs, it is converting table waste, grass and grain into pork. If poultry, it is converting table waste product, grain, grasses, etc., into eggs and poultry.

Now there is only one way to accomplish the object sought with the least amount of lost motion, and that is by full feeding.

If we half feed our horses, we get weak, thin beasts that can do half or less than half the labor that they could accomplish if fat, sound and strong.

COWS

If we **half feed** our milch cows, we get **half rations** of **thin milk**, and it really costs as much more per quart or per pound of butter as when we feed full rations.

HORSES

If we give our hogs half rations, we get half size hogs that show a balance on the wrong side of the ledger instead of a profit.

POULTRY

Feeding poultry **half rations** results in **no eggs at all** for many months of the year, so that the feed consumed is really lost. It would have been much better to have marketed one-half the flock and full fed the balance, and so it goes.

The full feeder is the prosperous feeder. He knows that his **PROFITS COME FROM THE LAST HALF OF THE RATION**; the first half only supports the bodily requirements, while the last half contains the surplus and profit.

CHICKENS

PARENT STOCK

In feeding chickens, select stock birds that are good eaters and producers. Their chickens will inherit appetites that can be built up, viz., increased with the right kind of appetizing rations, to such a point that they will out-weigh, out-grow and out-lay their parent stock, in many cases 10 per cent., and remember **that** 10 per cent. is all profit.

You can also greatly improve the productiveness of your laying flock by careful selection and proper feeding. It is much easier to keep your flock laying than to start it up once it stops.

LAYERS

In many localities when the grass starts and the cows are put out to pasture, the hens are also allowed to shift for themselves and the careful feeding of the winter comes to an end. The reasoning is that the birds can now get plenty of worms, bugs and grain and they don't need anything else. As it is the spring of the year and the natural breeding season, the birds lay for a few weeks and then either hatch a clutch of chickens or stop laying altogether, and do you know that on some large, prosperous farms today they actually have to buy eggs during the summer months when they have from 25 to 100 hens, whereas if they kept them confined in yards, fed them "Lay or Bust" and Scratch Feed, bringing them a ration of green feed once a day, they would get a fifty per cent egg yield right through the hot weather and they would find the birds quite as profitable as during the winter months when eggs were higher in price.

**SUMMER
FEEDING**

It costs more to make a dozen eggs when the weather is cold than during the months of June, July and August, and for this reason the profit will be found equally as good during the summer months.

**SUMMER
PROFITS**

It is the same with the chickens; if they are allowed to shift for themselves during the warm summer months, they are only half developed in the fall, and it takes a lot more feed to finish them off either for killing or for the laying pen than it would to have full fed right through the growing period.

**DEVELOPING
CHICKENS**

We repeat an old saying of ours: Stop stuffing your birds AFTER they have gone to market. Stuff them from hatch to hatchet, and they will keep your pocket-book in the same condition as you will always find them—fat, sound and contented.





WHAT DOES IT COST TO RAISE A CHICKEN AND OF WHAT IS THAT COST MADE UP?

(1) First of all it's the original value of the eggs when placed in the machine, (2) the infertile eggs, (3) the eggs that did not hatch, (4) the cost of running the incubators.

Now all this cost is represented by the chickens you hatch, and that same bunch of chickens will show whether you are a real poultryman or just an "ordinary feller that keeps hens."

If you can raise a good percentage of every lot of chickens you hatch, you are a real poultryman; if you raise ninety per cent. of every hatch you are a wonder, and you can and will be a wonder if you will use a good amount of common-sense in selecting your parent stock and caring for them six months previous to the time you start hatching, and use our Chick Feeds and Growing Feed.

CHICK FEED COSTS

If the chickens consumed the chick feed in the first month of their lives in the quantities they use when from three to five months of age, there might be a little excuse for poultrymen looking for less expensive rations, provided it did not imperil the lives of the youngsters, but when we consider that a pound of the best chick feed will put a chicken beyond the danger period, or up to three weeks of age, what excuse is there for the saving of a quarter of a cent a pound when it endangers the entire season's crop of producers? The trifle you save on one hundred chicks you would lose in the death of one. When you have so much at stake, why use anything but the best?

Three Varieties of Baby Chick Feed

For the varying tastes of the different communities we serve we offer this year three varieties of chick feed. Each and every one of them will be found to out-grow with less mortality any feed on the market when used in connection with our Growing Feed as directed.

Baby Buster Chick Feed



Contains Fish and Millet

For Baby Chicks from 48 Hours Old to 3 Weeks of Age

First we offer "Baby Buster" Chick Feed (Gritless-Chick Feed of other years under a new name). Our Gritless-Chick Feed was manufactured and sold when we first started in business under the name "Gritless" to distinguish it from competitive feed heavily adulterated with grit or ground rocks. We now find the name is not safeguard enough for our customers, as many unscrupulous dealers pass off inferior rations to their customers when our Gritless-Chick Feed is called for, reconciling their conscience with—"well, it's *gritless* anyway."

For this reason last season we offered a prize for the best name for "Park & Pollard Gritless-Chick Feed" should a name submitted be adopted by us. To date no name has been received that fills the requirements. Recognizing the necessity of a change in name for the Gritless-Chick Feed, we have decided to use the name "Baby Buster" unless before the close of the contest, January 1, 1916, one that answers our purpose better is submitted.

This feed contains fish as in previous years, as, with each additional season, we have found that fish is a wonderful vitalizer and strength promoter in the youthful days of the chicken's life.

Order it by its name—"Baby Buster" Chick Feed—and insist that you are given the kind you ask for.

YOUR MONEY'S WORTH

Chick



Feed

The Same as "Baby Buster" with the Exception of Fish and Millet
For Baby Chicks from 48 Hours Old to 3 Weeks of Age

Second we offer "Overall" Chick Feed of the same component parts as "Buster" but *without the fish and millet seed*. Without introducing fish it would be impossible to make a better chick feed than the "Overall" brand, but some prefer, for the sake of the saving in price, to raise chickens without fish, depending upon the meat that is contained in the Growing Feed. This makes a splendid ration and will give nothing but the best of satisfaction.

With the exception of the fish and millet contained in the "Baby Buster" Chick Feed and not in the "Overall," the "Baby Buster" and "Overall" Chick Feeds are alike in every way. Both are the highest grade chick feeds in the market.

Red Ribbon Chick Feed



For Baby Chicks from 48 Hours Old to 3 Weeks of Age

Red Ribbon Chick Feed is a "cut corner" chick feed. If you feel that you cannot afford "Baby Buster" or "Overall" chick feeds, try the Red Ribbon brand. It is less in price than the "Baby Buster" and "Overall" as it does not contain the same ratio of high cost ingredients as those feeds, but it is manufactured just as carefully and of all sweet grains and seeds. Customers will find it a much better chick feed than most of the *first grade* feeds on the market, and it will raise more chickens than any other except "Baby Buster" or "Overall" chick feeds.

Intermediate Chick Feed



For Chicks 4 to 8 Weeks of Age. (Also Feed Growing Feed)

A chicken is a great deal like a small boy. The small boy is in a hurry to get out of skirts and into pants. The chickens are the same—they really seem eager to get out of the finer chick feed class and begin to eat the coarser, or Intermediate Feed, before we would think they should, but it's safe to trust their appetites and let them have it and as much of it as they will eat most any time after they are a month old, alternating these meals with the finer feed.

It saves you a little on the cost and they will eat more of it, and by using the Growing Feed with it you can really get your chickens along faster than you would if you kept them on the finer chick feed for a greater period of time. Remember that the older the birds are the less water is contained in their flesh and the more expensive it is to make a pound of gain. Youth in any animal is the time to make it grow, and the younger you fix the growing habit the less per pound the gain will cost. Roasters of four-pound weight have a great deal more toothsome and delicious flavor if grown in one-half the usual length of time. *Shortening the growing period lengthens the profit.*

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," "Overall," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.

Always insist that your dealer supplies you with our complete line of feed and **GET GUARANTEED RESULTS.** If he does not carry it, send to us with his name.

To insure getting the right brand, specify that you want "Park & Pollard" and indicate the kind you wish. Accept no other.

See Feeding Chart, page 47.

Look for the stitched-in tag.



OR YOUR MONEY BACK

The **Park & Pollard Co**

GROWING FEED



THE SECRET OF THE SUCCESS OF THE PARK & POLLARD FEEDING SYSTEM

The use of some other feed than hard grains for the growing chicks is an absolute necessity if you want the chick to come quickly and naturally to an early and rugged maturity.

Have you ever watched carefully the mother hen with her brood? If not it will serve you well to turn biddy loose in the back yard with her numerous family of youngsters and observe for a few hours every move she makes. It will repay you exceedingly well and furnish food for future thought—something you will not soon forget. And it will give you the key to chicken sense and success.

You hear Mother Biddy grumbling impatiently and the chicks worrying as you approach the coop to let them out of their overnight confinement. You see her hustle out all ruffled up and, having assured herself that no enemies are lurking about, she speaks to her children and out they tumble in a hurry to be on hand for the anticipated tid-bit. Now take in every move as Biddy directs the feeding of her flock. If there is a dish of water, that comes first—just a sip or two. If not, then the tender grass-ends with the dew-drops clinging to them furnish an appetizer.

Now Biddy is calling her downy babies to a certain spot. She has found some scattered seeds from last fall's crop and is scratching them out of the top-earth and the chicken kiddies are snatching them up as mother directs. Ah! There is a spider hiding away under a chip. Mother grabs it, gives it a squeeze with her bill and lays it down for a lively chick. Now a moth flies too near and is appropriated by Biddy, finally going the same way as the spider. A thoughtless earth-worm lies too close to the surface. Down goes Biddy's bill into the small hole and with the inherited skill of centuries behind her, pulls forth a fine, fat morsel which the chicks pull and tug at until it is broken up and disappears in their tiny crops.

Then here we are right amongst some tiny clover leaves and a few picks each gives the chicks a fine relish. And now Biddy digs energetically in the earth around the trunk of an old apple tree. She knows there is variety there and what a time they have with bugs, seeds, ants, tender grass roots, worms, et cetera!

Listen! Some of the kiddies are telling the Mother Biddy they want to rest up now and snuggle. So she selects a good place, crouches with wings and feathers loose, and under her they all scuttle with such a contented little song, for a cozy time and a warm nap.

THIS IS NATURE'S GROWING FEED THAT MOTHER BIDDY HAS BEEN GIVING TO HER BABIES. This sort of growing feed in unlimited quantity would grow chicks to as near perfection as they could grow, and without loss. BUT—not once in a thousand times can a Mother Biddy and her chicks be furnished with such a supply. Why? Because it is not possible to allow hens with chicks to roam about at will except in isolated cases, and even if they are given their freedom, the supply of natural food is soon depleted or exhausted and Mother Biddy is forced to apply at the back door of the farm house for some crumbs, et cetera. And what of the millions of baby chicks born in incubators, never to know the mother Biddy's attention? They must be provided with something to make them grow.

YOUR MONEY'S WORTH

This is why Mr. Park studied so many years until he succeeded in making a GROWING FEED for chickens which supplies them with all the natural elements of food value and which boosts them to a strong, sturdy, early maturity and places the first pullet egg in the nest so far ahead of any other feed.

Poultry rations that have been in use in the past for growing stock are too restricted, and do not fully nourish all parts of the rapidly growing system and some of the chickens break down at all ages.

Fanciers recognize as an almost universal fact that late hatches of summer chickens are the best colored and the best formed of any of their broods, but their problem has been getting them to standard size in season for the winter shows. This rapid growth and full development is just what our Growing Feed will do.

After the chickens are five days or a week old, provide them with a continuous ration of Park & Pollard Growing Feed, which is made up of a happy combination of the strongest and richest grains and meat foods ground together in the most appetizing form for the chickens. It gives a wide variety to feed upon, and so fully nourishes every part of the growing stock that they are always in good form and well feathered, with unlimited stamina, and they grow evenly and rapidly.

Bowel trouble is unknown unless the heat goes wrong in the heated brooders, and leg weakness never comes if they have outdoor exercise daily. They are in market bigger than last season's four months' birds. It makes early hatched pullets out of late comers, and after you try it a season you will find your old stock one to two pounds heavier, and your pullets laying a month earlier. It eliminates all chance of failure and cuts out one-half the labor. Added to this is the big item of saved labor over the expenditure of time in preparing and "serving" wet mash mixtures.

These are pretty strong statements, but all we ask is a trial. Buy a bag, feed as per directions enclosed, and if it does not prove entirely satisfactory, get your money back, either of us or the dealer from whom you purchased the feed.

Feed liberally, continuously and heavily and spend all your thought on the problem of scheming out some new way of getting more feed into your birds. They develop in almost the exact ratio to the amount of feed consumed.

Remember, full fed chicks are paying chicks.

OTHER USES

As a moulting food for all old stock and a "pusher" for the developing pullets Park & Pollard Growing Feed is recognized as the best by all poultrymen who have used it.

It will hasten the moulting period two weeks to a month and you will get quite a lot of eggs during the process.

MARKET BIRDS

To get the last litter of eggs out of your hens, feed Growing Feed in place of "Lay or Bust" for a month before marketing, with a side dish of beef scraps before them. They will gain a pound or more on the change and lay better during the time.

DUCKS

Fatter, heavier ducks can be raised on Growing Feed fed dry with 10% chick grit or coarse sand mixed in than on any other ration, and it is a lot easier. Be sure they have plenty of green stuff and water. It will grow a better duck in ten weeks than any other ration will in twelve, and with one-half the labor.

Other feeds will be offered you "just as good," and some growers may attempt to mix their own ration, but we say, "Don't do it." Economize along some other line. Our feeds are sold on a closer margin of profit than any others on the market and we know that equally good feeds cannot be sold for less money.

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," "Overall," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.

Always insist that your dealer supplies you with our complete line of feed and GET GUARANTEED RESULTS. If he does not carry it, send to us with his name.

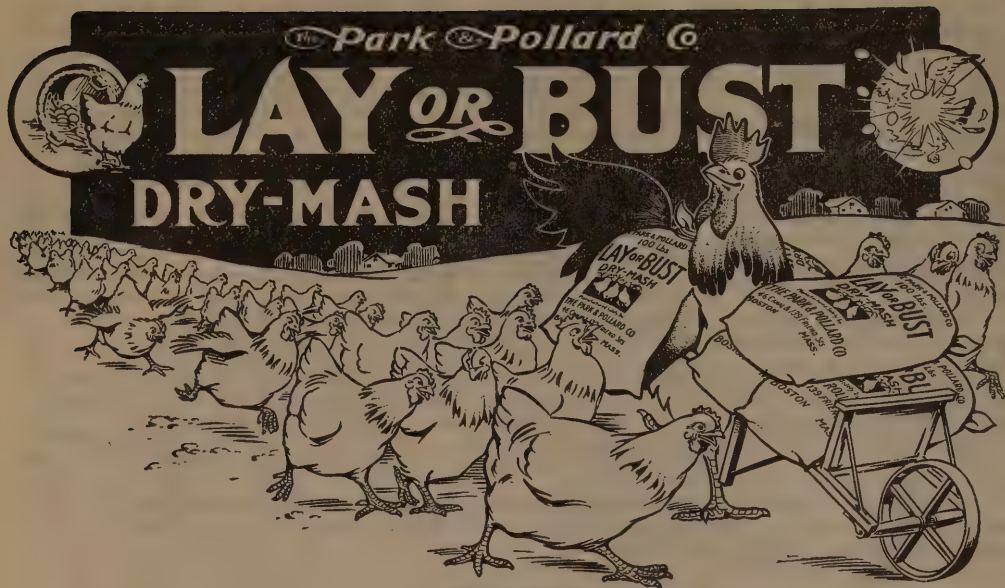
To insure getting the right brand, specify that you want "Park & Pollard Growing Feed" for Growing chickens. Accept no other.

See Feeding Chart, page 47.

Look for the stitched-in tag.



OR YOUR MONEY BACK



Keep in Easily Accessible Open Hoppers Before Mature Fowl Continuously
THE SECRET OF THE SUCCESS OF THE PARK & POLLARD FEEDING SYSTEM

Twelve years ago we first placed this feed on the market. At that time dry feeding was unknown. Our first sales were made to the consumer on the "money back plan" (dealers would not buy it and did not purchase it until some years later). It attracted such wide attention from all branches of poultry keepers that the experiment stations took it up and found it very much in advance of the old method. Of course they *could not endorse our feeds* and hold their positions, but they did us the compliment of unqualifiedly endorsing the *method* and issued bulletins giving formulas of their own composition made up of substitutes for the higher priced ingredients which they found in our feeds.

In our experimental work of previous years we had found these substitutes unsafe to use, and, they are now finding them unsatisfactory and *advocating other substitutes.*

"Lay or Bust" is made today on the same formula (within five per cent.) that we used for years before we first put it on the market, and we have so manufactured it ever since. It would be very easy to cheapen it and sell it five dollars a ton less, but you would not make as much money as at the present price.

As good a feed cannot be sold for less money.

The question for the poultryman to decide is: "What feeds will give me the eggs at the least cost per dozen?" Eggs are dividends and dividends come from surplus. Your hens and pullets will not declare dividends unless you give them enough of the right kind of feed with which to make a surplus.

Years ago a wise old poultryman said, "There's more in the feed than in the breed," and he was certainly right. The best bred bird cannot—and will not—lay if not fed, and the poorest scrub will lay quite plentifully if properly fed. Feed has more to do with the paying end of a poultry plant than anything else, and the only feed that is cheap is the feed that produces results.

If you were running an engine you would be interested in the quality of fuel you were burning, would you not? If you had offered you at a discount a fuel that would only produce heat enough to boil the water in the boiler without producing any steam, that would be more expensive than something that cost more but gave you easily 100-lb. steam pressure, would it not?

When we tell you that our Dry-Mash makes them "lay or bust" every time, at all seasons of the year, we mean what we say. It is as impossible for a healthy hen to eat "Lay or Bust" and not lay as for half a dozen women to sweep back the tide in Boston Harbor. Not only does it produce eggs at a lower cost than any other feed, but it maintains the birds in better health and does away with more than one-half the labor of caring for them.

Many of the ailments of Poultrydom are directly traceable to improper feeding. Egg eating, feather pulling, too much broodiness, over-fatness, diarrhoea, constipation, crop bound, slow moulting, pale combs, poor fertility, weak germs, low vitality in young chicks, soft-shelled eggs, are all due to improper diet, and we have corrected the tendency to all of them in our mixtures, and have demonstrated that these ailments are largely overcome by the use of our feeds. These points are given constant and careful consideration by us, and the requirements followed out regardless of the cost of the proper materials.

A fluctuating grain market does not mean that high-priced ingredients necessary to the proper balancing of our feeds will be left out of our mixtures; this would be poor economy for you and for us.

YOUR MONEY'S WORTH

Again it is just as essential to have the *proper proportions of right materials*, as to have the proper materials. Feeding your birds the right materials in the wrong proportions will just as surely throw them out of condition, resulting in a train of ill success, infertile eggs, weak chickens and low vitality among your stock, as feeding the wrong materials.

A distinction in our feeds that you can depend upon is the knowledge of proper blending of ingredients that is back of our formulas.

Lay or Bust will give you the results you are looking for every day in the year.

SUMMER FEEDING

In the East today wet feeders are very much in the minority, but we still find a good many poultrymen and farmers feeding our Lay or Bust during the winter months but turning their hens out to grass in the spring! Their reasoning is correct except that it is short-sighted. They say, "anything fed any old way will lay eggs in the spring." This is, in a way, correct, but if the birds are not receiving the proper food they lay just the same and take it out of their "capital," (or rather out of their hides), by reducing their weight; in fact, some birds will lay themselves down to almost skeletons during the spring season.

If they continued winter feeding right through the summer they would find that they could get eggs right up to and during the moulting season. In other words, their hens would not "dry up" until fall or time to go to market.

The moral of it all is: Do everything you can to induce your birds to eat more Lay or Bust and Growing Feed out of season if you want eggs. Don't let them lay or pay dividends during the spring months without full feeding, for if you do they will surely loaf a long time afterward when eggs are high.

THE ONLY TIME TO STOP STUFFING YOUR BIRDS IS AFTER THEY HAVE GONE TO MARKET.

STARTING THE PULLETS

Start your pullets on a ration of Growing Feed and Lay or Bust, half of each, when they are about one month from laying, dropping the Growing Feed as they begin to lay. Keep the feed in one or more hoppers, boxes, or other contrivances, in light, easily accessible parts of the pen, and do not let them go empty. Feed a liberal quantity of Scratch Feed in litter about an hour before they go to roost, inducing them to scratch freely. Encourage them to eat liberally of Lay or Bust, at least as much in bulk as of the Scratch Feed, cutting down the Scratch Feed until this is brought about, but getting every ounce of feed into them you can, and your egg basket will show the results we all look for. Lay or Bust and Scratch Feed make a complete balanced ration, but if you have cabbage or clover it is well enough to feed it, although we have a liberal amount of Alfalfa in Lay or Bust. Simply furnish shells, grit and an ample supply of water in addition.

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," "Overall," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.

Always insist that your dealer supplies you with our complete line of feed and **GET GUARANTEED RESULTS.** If he does not carry it, send to us with his name.

To insure getting the right brand, specify that you want "Park & Pollard Lay or Bust." Accept no other.

See Feeding Chart, page 47.

Look for the stitched-in tag.



Just heard of a hen that **BUSTED**. H. A. Brown of Brookline, N. H., wrote under date of April 21 that his hens got to laying so many eggs in November and December that he began to keep a record. In January 37 pullets laid 604, in February 515, in March 340. He goes on to say that one of them stopped laying and she **BUSTED**. You see it's lay-or-bust and here is a hen that tried to buck the system. She got in front of the engine; she had her instructions but failed to carry them out. But with such a record Mr. Brown is to be congratulated, and the one hen that he lost was hardly missed when the rest of the flock were traveling at such a rate of production.



SAVE YOUR POULTRY FEED BAGS

See Pages 56 to 63

OR YOUR MONEY BACK



THE SECRET OF THE SUCCESS OF THE PARK & POLLARD FEEDING SYSTEM

If you keep twenty hens and they lay five eggs per day, the chances are that they are about paying expenses, but if they lay ten, twelve or fifteen eggs a day, that surplus five, seven or ten eggs represents profit, all profit; therefore, we should carefully consider the system that presents the greatest efficiency in full feeding.

Scratch Feed is a supplementary ration; that is to say, the eggs, or the growth, are in the *Lay or Bust* and the Growing Feed; the *Scratch Feed*, or hard feed, only serves to balance and fill out the ration.

There is no question that by using our "Lay or Bust" feed in connection with most any Scratch Feed you will obtain better results than you have ever gained before, but if you wish to obtain the very highest egg yields, and maintain your flock in the highest state of health—by all means feed both *Lay or Bust* and our *Screened Scratch Feed*.

These two feeds are carefully balanced to niche into one another, and are so perfect a combination that they not only tickle the palate of the hen, but they immediately put her in such good condition physically, that she is literally "full of" eggs, health and vigor.

Instead of being "used up" with that tired feeling in the spring season when we want strong eggs for hatching purposes, she is steadily producing eggs that hatch well, and chickens that live well. She skips all the ailments and diseases caused by improper feeding, and continues to contribute to the prosperity of her owner for the full twelve months of the year.

It takes "know how" and long experience to bring these results about, and we combine them for your benefit in our feeds.

A variety of grains more fully nourishes the many complicated parts of the bird's anatomy, and results in larger and stronger fowl with increased vitality. When confined to a restricted ration, young stock do not fill out as well; are more subject to disease, and fail to reach the size that they would attain if fed liberally upon a carefully balanced mixture. Laying hens are more subject to disease, acquire pernicious habits of egg eating, feather pulling, etc., simply as a result of the natural craving of an appetite unsatisfied. Given a carefully balanced ration they acquire none of these bad habits, and show their appreciation in full baskets of fertile eggs throughout the year.

We have carefully considered the various strong points of each ingredient, and proportioned them to balance one another. For instance, buckwheat is in itself one of the best egg producers on the entire list of grains, but if fed to excess and without other grains to counteract the tendency, produces eggs with very pale yolks.

Wheat is an excellent egg producer, but fed too freely reduces the strength of the germs and vitality of the chickens hatched.

Nothing but long experience with the birds gives us this information, and enables us to counteract the weak features of each ingredient with the strong features in some other material.

We compound our feeds for the purpose for which we intend their use—TO GET RESULTS—and not for the working off of by-products. Scratch Feeds are usually made the dump of refuse grains that cannot be sold in the open market, and when making comparison of prices, keep in mind that every kernel of grain in our Screened Scratch Feed is sweet, and that there are no sweepings or weed seed contained.

Also by an improved method of removing all small particles and dust we save you nearly ten per cent. in feed that is ordinarily wasted when fed to grown fowl in litter (as it should be fed).

Screened Scratch Feed will be found to answer the needs of the growing stock when used after the Intermediate Chick Feed, and for laying hens when used with our "Lay or Bust."

Fed in conjunction, "Lay or Bust" and Screened Scratch Feed will do more to chase away the nightmares of bad poultry experiences than any other course you can adopt. If you could see and hear one in ten of the enthusiastic supporters of our DRY FEEDING METHOD you could not avoid the conclusion that our feeds pay big profits to the feeders.

We have repeatedly proven that only two factors make up success with poultry or make a failure of the undertaking. We challenge anyone to prove that any plant has been a failure that has first kept its birds healthy and secondly fed them properly. With these conditions right, the results are so overwhelmingly profitable that success is inevitable.

YOUR MONEY'S WORTH

SUGGESTIONS IN FEEDING

For the best results in egg production we recommend one or two "Overall" Feeders containing "Lay or Bust" constantly before the birds, and a feed of Scratch Feed in litter an hour or two before roost time at night. Thus they do not have a chance to gorge themselves early in the day and then dope around, but are always on the move between feed hopper and litter, looking for some of last evening's remnants, and have no time to line up in the sunlight as wet-mash fed hens are prone to do on a cold winter day after a hot mash in the morning.

Red Ribbon Scratch Feed

Red Ribbon Scratch Feed serves the same purposes as our Screened Scratch Feed, is just as carefully prepared, has the same quality of corn, kaffir corn or milo, the same buckwheat, and sells for five or ten cents per bag less price. It is compounded to balance "Lay or Bust" or Growing Feed, and on these rations you will get the best results obtainable on any ration outside of Screened Scratch. If you feel you must economize, do so on the scratch ration rather than the soft feed, for the eggs and growth come from the "Lay or Bust" (for laying hens and pullets) and Growing Feed (for growing chicks and hens fattening for market).

"Overall" Pigeon Feed

This ration is for squab raisers and fanciers who appreciate pigeon feed made of small whole corn instead of cracked corn. All corn products deteriorate as soon as the outer hull is broken, which makes cracked corn unsafe to feed pigeons in confinement during the hot weather. The corn used in "Overall" Pigeon Feed is what is called "Dutton corn" and is a very small *kernerled flint corn*. The wheat is a high grade milling wheat; in fact all of the grains are of the highest quality and a trial will convince you that this is the economical ration to purchase for your birds. Look for the "Overall" tag on every bag.

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," "Overall," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.

Always insist that your dealer supplies you with our complete line of feed and **GET GUARANTEED RESULTS.** If he does not carry it, send to us with his name.

To insure getting the right brand, specify that you want "Park & Pollard Screened Scratch Feed." Accept no other.

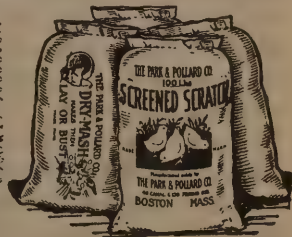
See Feeding Chart, page 47.

Look for the stitched-in tag.



We are constantly preaching the benefits of feeding good grains and we are pleased to hear from Frank E. Newell that he has been feeding "Lay or Bust" and P. & P. Scratch Feed for the past two years and that he can and does recommend them to all poultrymen. That's the true poultryman spirit; if they get a good thing they want to pass it along to all other poultrymen. That spirit is the most inspiring part of the business to us. He goes on to say that his hens have filled the egg basket far better than his neighbors' hens that were fed on inferior grains.

Mr. Clement W. Lowe, of the Lovebrook Fruit and Poultry Farm, Vineland, N. J., wrote on July 9th that Park & Pollard feeds are giving excellent results and that they are cheaper than the cheapest, as his birds, yearlings and two-year-olds, are laying from 50% to 60%. He said that before he started using the Park & Pollard feeds he had any amount of liver trouble, as indicated by their blue combs, and thought nothing of finding from two to five birds dead in a week, but since he has been using these products he hasn't lost a bird nor has he had any more blue combs. He says no one could sell him any other brand now.



OR YOUR MONEY BACK



Granulated and Bolted Meal

WHITE AND YELLOW

Ever since the Pilgrims landed corn meal has been more or less on the dietary list of the people, and the delicious dishes that can be made from it entitles it to a daily place on every table.

The doctors tell, and we know from experience in feeding all classes of animals, that the more variety we use in our rations the better health and development we achieve.

Probably about the first dish the Indian taught the Pilgrim to use was corn meal mush. It was delicious to them in that time of privation and scarcity, but modern cooking and serving finds corn meal still a popular article of diet. It is delicious in flavor as well as rich in nutriment.

In these days of high food costs, corn meal has a real economic value. For the suburbanite or city man who longs to live less in the city and more in the country, Johnny cake, corn gems, or real Indian pudding of Pocahontas Corn Meal brings back some of those boyhood days and pleasantly links past recollections with future anticipation.

We have always maintained that the poultryman who owns a flock of chickens, a cow and a good garden is the most independent of us all, but if he adds Pocahontas Corn Meal to his possessions he is then doubly rich, for the combination of eggs and corn meal, milk, cream, fresh vegetables, fresh killed chickens and fowl makes a larger fit for a king.

Of course corn meal is not a new cereal that we are putting on the market. It has been used for centuries; the only difference between what we now offer and that which the Pilgrims used is in color and the refining processes which it goes through at our mill. The product of these processes we claim is the finest that can be produced; made from white corn, it is snowy white in color and granular in form, just the right consistency for making the most appetizing dishes.

(We also produce the rich yellow corn meal in both granulated and bolted sizes for those that prefer this variety.)

SEE CORN MEAL RECIPES, PAGE 55

Package of Pocahontas

Corn Meal Free

To still further promote the use of Pocahontas Corn Meal and to assist our customers, we are preparing a cook book of the most appetizing dishes made wholly or partly of corn meal. We invite your co-operation and would like your favorite recipe. Kindly send it to us and we will in return send you, all charges paid, a three to five-pound sample of Pocahontas Corn Meal in either granulated or bolted sizes as you may prefer. This comes in either white or yellow meal. The white we consider much superior and is a greater delicacy. Kindly signify your preference and the name of your grocer when you send in your recipe.

The meal is put up in attractive cotton sacks and is **not handled by human hands** in all its refining processes. We know it will please you. Your grocer should keep it, but in case he does not, send 25 cents and we will send you a trial package by parcel post. If you do not find it superior to any you have ever used, we will gladly refund your money.

 All senders of recipes will get our Cook Book free when published.

Insist that your dealer supply you with the best of all Corn Meal—The Pocahontas Brand.

Pocahontas White Bolted Corn Meal (finer than the granulated).

“ **Yellow Granulated Corn Meal.**

“ “ **Bolted Corn Meal (finer than the granulated).**

A Few Recipes

MUFFINS

Two eggs beaten very light, $\frac{3}{4}$ cup sugar, 2 tablespoonfuls melted butter, 1 cup milk, $\frac{1}{2}$ teaspoonful saleratus, 1 teaspoonful cream of tartar, $\frac{1}{2}$ teaspoonful salt, 2 even cups flour, measured after sifting twice, 2-3 cup Pocahontas bolted or granulated Corn Meal. Bake in buttered gem pans. Recipe makes twelve.

STEAMED INDIAN PUDDING

One cup Pocahontas Granulated Corn Meal, $\frac{1}{2}$ cup sour milk, $\frac{1}{2}$ cup chopped suet, $\frac{1}{2}$ cup molasses, 1 teaspoonful salt, 1 level teaspoonful soda. Mix the suet, molasses and salt together. Dissolve the soda in a tablespoonful of cold water, add to the sour milk and stir into the other ingredients. Now add the meal and beat well. Pour into a well buttered mould and steam four hours. Serve with molasses sauce.

Molasses Sauce

One gill of molasses, 1 gill of sugar, 1 gill of water, 1 teaspoonful flour, 1 tablespoonful butter, $\frac{1}{4}$ teaspoonful salt, 1 tablespoonful lemon juice or $\frac{1}{2}$ tablespoonful vinegar. Mix the flour and sugar together, add molasses and place on fire. Let simmer for ten minutes. Add other ingredients and boil at once and serve.

SEE CORN MEAL RECIPES, PAGE 55

The Park & Pollard Co

STOCK FEED

NEW
THIS YEAR



Did you ever ask your horse if he liked oats exclusively as a diet? Did you ever ask yourself if you would like oatmeal three meals a day three hundred and sixty-five days a year?

Animals at large in a state of nature eat a wide variety of grains and grasses, shrubs, leaves and roots. Nature has taught them that the laxative properties of one feed are offset by the costiveness of another; that a fattening feed should be accompanied by a less concentrated ration. She never gives them the opportunity to eat a half bushel or a peck of grain alone; the chances are that they must eat double the amount of straw at the same time. Careful feeders realize this and the fact that horses, on account of the long time between meals, get the habit of bolting their oats with very slight mastication, resulting in serious loss from stomach and bowel troubles.

A ground, partly cooked ration, with a combination of concentrated grains and fibrous material, makes a safe and economical feed that appeals to the animal's appetite and the owner's pocket-book. We call it the Park & Pollard Stock Feed. Use it in place of oats for your horses and you will have fatter, healthier and happier animals, with much less cost.

Use it in connection with concentrated feeds like gluten, cottonseed, linseed or brewer's grains for milch cows, in about the proportion of two parts Stock Feed to one part concentrated feed, one part bran for milch cows, and you will have a very safe and productive ration that will keep your cows in the pink of condition and the height of productiveness.

For fattening hogs, use one part Stock Feed, two parts of our Growing Feed (for chickens), one part Corn Meal, and we will guarantee greater growth and returns than you have ever achieved.

It's a wholesome, needy ration for all classes of stock and will be found an invaluable addition to any careful feeder's ration.

Your dealer will get it for you if you insist, and that's the way to get any of this world's goods.

Specify that you want "Park & Pollard Stock Feed." Accept no other.

Ask your dealer for it. If he does not carry it, send to us, with his name.

Selected Alfalfa

Poultry in confinement must be provided with some sort of green food in order to keep healthy. Healthy flocks are the paying ones, and few failures in the poultry business will be reported if our customers keep disease out. In our "Lay or Bust" feed we provide for the proper amount of green food, but for those that are not yet using this modern method of feeding we urge the merits of our Colorado Alfalfa.

This is manufactured from the shoots and tendrils of the second and third cutting, taken from the arid land of Colorado, the irrigation of which costs Uncle Sam many millions. Here there is no rainfall nor dew to destroy the natural life and color of the plant in the process of curing, and we get the product with all its aroma and green color, as if taken direct from the field.

As in all our other products, we have purchased a supply only of the best to be had. It contains 16 per cent. protein.

To insure getting the right brand from your dealer, specify that you want "Park & Pollard Alfalfa."

Ask your dealer for it. If he does not carry it, send to us, with his name.

Full feeding directions and Egg Record in each bag.

YOUR MONEY'S WORTH



This ration is made entirely of cane molasses, alfalfa, oats, corn and barley, all of the highest quality and carefully compounded to produce the maximum results at a minimum cost.

Horse feeds are adulterated and cheapened by the use of oat hulls, chaff, weed seed and alfalfa that is brown in color through exposure when harvesting. Such feeds, of course, can be sold for less price than ours, but where is the saving? Better "short change" your horse by giving him a half ration of our feed and at least be able to look him in the face with a clear conscience rather than try to fool him with a lot of stuff that is really harmful to his stomach.

Your dealer will take pleasure in securing our feed for you if you and your horses insist.

Specify that you want "Park & Pollard Horse Feed." Accept no other.

Ask your dealer for it. If he does not carry it, send to us, with his name.

To reclaim the unimproved and waste land of New England and the Middle Atlantic States, the farmers should return to the raising of live stock, and the time to begin is right now.

Park & Pollard Calf Meal

FARMERS! DON'T KILL THE FATTED CALF. In fact, don't kill any calf that is of good stock, either male or female. This country will soon be experiencing a meat famine if the stock keepers of the East do not begin doing their share of raising beef.

No better pastures exist than in the Middle Atlantic and New England States. This land is largely wasted or only slightly improved at the present time, is selling at lower prices than in almost any other section of the country, and is nearest the best markets of the world.

Again we say: Don't kill the fatted calf. If it's a male, steer him and feed Park & Pollard Calf Meal; if it's a female, make a heavy milch cow out of it by feeding Park & Pollard Calf Meal. This meal is made up on an old English formula, is thoroughly cooked, and more carefully prepared than any on the market, and remember, a calf food to be satisfactory must be cooked. A chicken thrives best permanently if fed uncooked food from the start, while on the contrary a calf must get cooked rations in place of the mother's milk.

We do not need to tell you of the high prices now being paid for milch cows and beef—you know it already. It's your golden opportunity to gather in these long prices and work up the waste land by starting every calf that is thrifty and of good parentage.

Your dealer will get "Park & Pollard Calf Meal" for you, and will sell it to you on the **MONEY BACK PLAN.**

Specify that you want "Park & Pollard Calf Meal." Accept no other.

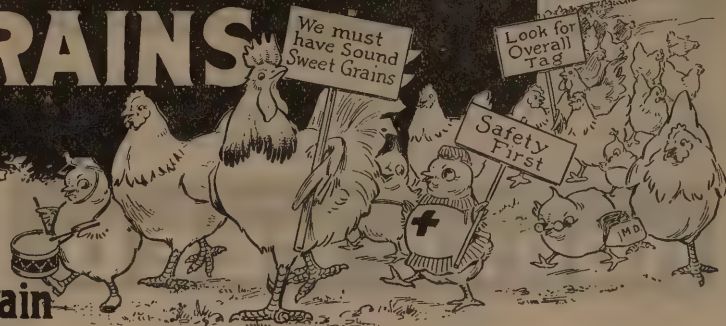
Ask your dealer for it. If he does not carry it, send to us, with his name.

OR YOUR MONEY BACK



OVERALL GRAINS

**Prosperity
follows the
use of Good Grain**



So widespread has been the interest in the high quality of the whole grains that we use in our mixtures, that we have decided to give them a distinctive name, put them up in new or second-hand sacks with our *trade name "Overall" in every case on a tag stitched into the top of the bag.*

Many of these grains as they are shipped out in this manner are a positive revelation to some of our customers who have never been able previously to procure the really sound, sweet grade of many grains.

Pages could be written explaining the great difference that exists between the salvage and damaged grain and the real sweet, wholesome grains of the milling grade such as we offer you below. For instance, take the "Overall" brand of Cracked Corn; we challenge the country to produce its equal, and its use becomes a fixed demand wherever it is once introduced.

All the other grades and grains have the same distinctive characteristics that are well worthy of your consideration. We only ask the opportunity of a trial to demonstrate our claim.

Look for the stitched-in "Overall" tag on every bag.

SEE NEXT PAGE

YOUR MONEY'S WORTH

CRACKED CORN



Poultrymen are and should be fussy to get a good grade of cracked corn. It should be made of selected corn (the driest the market affords) and carefully cracked, the meal sifted out and the ragged edges of hull brushed off and blown out.

This is the treatment we give our "Overall" Cracked Corn. We knew before our customers told us that it was as good as could be produced, and they assure us that it is the best on the market. Damp, inferior corn makes mouldy cracked corn that causes bad digestive troubles and sometimes death of the fowls.

It is economy to use only the best. It is the best insurance against sickness in summer and waste in winter. Insist that you want only the best cracked corn for your poultry, your horses or your hogs.

To insure getting the right brand from your dealer, specify that you want **PARK & POLLARD "OVERALL" CRACKED CORN**. Accept no other.

Numbered stitched-in tag on each bag is your protection and insures you that it is our own product, delivered direct to you.

"Overall" bags are not returnable on the bag exchange basis.



BARLEY

This barley is what is known to the trade as *high grade malting barley*. This grade will be found valuable as an addition to any home-mixed ration, either ground or whole. It makes a splendid feed for growing chickens, laying or moulting hens, horses or hogs.

Sweet, plump barley is nearly as rich in egg-producing material as wheat, and it contains more of the mineral element necessary to health and bone building.

Insist on the heavy grade put up under our brand. Specify that you want **PARK & POLLARD "OVERALL" BARLEY**. Accept no other.

Numbered stitched-in tag on each bag is your protection and insures you that it is our own product delivered direct to you.

"Overall" bags are not returnable on the bag exchange basis.

WHEAT



This brand of wheat will be found uniformly of the highest milling grade, and will please all poultrymen who know the great difference in feeding values between the damaged goods and sound grain.

Insist that your dealer supplies you with "Overall" Wheat in original branded bags with stitched-in tag at top of bag. We can supply either the red or white variety. Samples on request.

To insure getting the right brand from your dealer, specify that you want **PARK & POLLARD "OVERALL" WHEAT**. Accept no other.

Numbered stitched-in tag on each bag is your protection and insures you that it is our own product delivered direct to you.

"Overall" bags are not returnable on the bag exchange basis.

OR YOUR MONEY BACK



ROLLER MEAL

"Overall" Roller Meal is a very superior product of the finest of the corn dressed on our especially built roller-mills, and we challenge the world to produce a superior feed meal for all classes of live stock.

Like all the "Overall" brand of goods, its trial means its adoption.

To insure getting the right brand from your dealer, specify that you want **PARK & POLLARD "OVERALL" ROLLER MEAL**. Accept no other.

Numbered stitched-in tag on each bag is your protection and insures you that it is our own product delivered direct to you.

"Overall" bags are not returnable on the bag exchange basis.



SPROUTING OATS

FOR SPROUTING OR SEED

There is such a wide variety of oats that we have adopted the name of "Overall" to signify that there are none better. These oats will be found at all seasons of the year to be very heavy, full-berried, plump oats, highly relished by all poultry and horses. They will be found uniformly high in germinating qualities for sprouting or for seed purposes.

To insure getting the right brand from your dealer, specify that you want **PARK & POLLARD "OVERALL" SPROUTING OATS**. Accept no other.

Numbered stitched-in tag on each bag is your protection and insures you that it is our own product delivered direct to you.

"Overall" bags are not returnable on the bag exchange basis.

BUCKWHEAT



Buckwheat is as good, or better, an egg producer as wheat. It is likely to reduce the high color of the yolk of the egg when fed in liberal quantities, but is a very excellent poultry grain and is highly relished by all sizes and ages of poultry, if it is sweet.

"Overall" Buckwheat will be found to be of the highest grade at all times.

To insure getting the right brand from your dealer, specify that you want **PARK & POLLARD "OVERALL" BUCKWHEAT**. Accept no other.

Numbered stitched-in tag on each bag is your protection and insures you that it is our own product delivered direct to you.

"Overall" bags are not returnable on the bag exchange basis.



CORN $\frac{1}{2}$ and $\frac{1}{2}$ OATS

(Prepared 1-2 Corn and 1-2 Oats by Weight, Ground Together)

As an economical feed this ration will be welcomed by all horse owners. Grinding the two grains together makes both more digestible and insures no waste. The hull of the oats prevents the corn meal packing in the stomach, and the corn adds body and digestibility to the oats. The combination makes an ideal ration for horses at heavy hard work, as well as horses on the down grade or out of condition.

To insure getting the right brand from your dealer, specify that you want **PARK & POLLARD "OVERALL" CORN AND OATS**. Accept no other.

Numbered stitched-in tag on each bag is your protection and insures you that it is our own product delivered direct to you.

"Overall" bags are not returnable on the bag exchange basis.

YOUR MONEY'S WORTH

CHART

The Park & Pollard Co

SYSTEM OF FEEDING



First Week

*BABY BUSTER CHICK FEED, OVER-ALL CHICK FEED, OR RED RIBBON CHICK FEED.

First feed on board, shingle or dish, and subsequent feeds in litter to induce free scratching. Chickens are much better fitted for their life work if fed nothing at all for the first 24 or 48 hours after hatching. While they will pick at anything bright and sparkling, they really crave very little food until after they are 48 hours of age, and feeding before the appetite really exists does more harm than good.

You are just as good a poultryman as you are a chicken raiser. If you are a success with the young chickens, you are a success with them after they reach maturity. Raising a goodly percentage of the chicks is not a hard job provided the stock is right and the proper tools are selected.

In these days no one would think of trying to raise their next winter's egg layers on damaged, musty or poor chick feed. There is too much depending on them.

GRIT.

WATER OR MILK. (Sour milk preferred.) Growing animals of all kinds are great drinkers, and water in some form should always be within easy reach, so provided that the chicks cannot get wet crowding around the dish, and they will not crowd if the supply is not allowed to run out. Always substitute milk for water for your growing chickens of all sizes for best results. Feed the milk uniformly, either sweet or sour, not one way one day, and another the next. Using always sour milk is thus more safe and satisfactory.

Second, Third and Fourth Weeks

*BABY BUSTER CHICK FEED, OVER-ALL CHICK FEED, OR RED RIBBON CHICK FEED three times a day.

GROWING FEED before them all the time in our Overall Feeders.

MILK OR WATER. (Sour milk preferred.)

GRIT.

GREEN FOOD (if possible). Lettuce, cabbage, sprouted oats, a sod, mangels, Dwarf Essex rape or green grass should be fed daily and chicks allowed to eat their fill of it for best results. Any one of the above will answer the purpose, use whichever is easiest to procure.

Fifth, Sixth, Seventh and Eighth Weeks

*BABY BUSTER CHICK FEED, OVER-ALL CHICK FEED, OR RED RIBBON CHICK FEED. (Intermediate Chick Feed may be substituted with economy.)

If chickens are on range, feed may be kept in feeders before them. If in yards, feed three times per day in litter.

GROWING FEED always before them.

Continue **GREEN FOOD**.

GRIT.

WATER OR MILK. (Sour milk preferred.)

Ninth, Tenth, Eleventh and Twelfth Weeks

INTERMEDIATE CHICK FEED. (or Scratch Feed.)

GROWING FEED. If chickens are on range all feeds may be in feeders. If in yards, scatter the hard grain in litter. During hot weather provide shade and plenty of green food.

N. B. "Lay or Bust" and Growing Feed are as rich feeds as it is safe to feed under most circumstances, and adding meat scraps throws them out of balance. Add meat scraps only as and when directed in this Feeding Chart.

*See particulars pages 32 and 33.

Broilers

If for broilers, a month before marketing, substitute cracked corn for Scratch Feed, one feed per day. Continuing Growing Feed until they go to market.

Thirteen Weeks to Laying

Pullets

CONTINUE SCRATCH FEED. (In Overall Feeders, so long as the pullets are on range) and in 8 to 10 inches deep litter when confined in pens.

GROWING FEED constantly before them till eggs begin to drop.

MIX GROWING FEED AND "LAY OR BUST" equal parts the first two weeks after the birds begin to lay. This satisfies their appetite better than the abrupt change from Growing Feed to "Lay or Bust" and "Lay or Bust" is a better egg producer than the Growing Feed.

Cockerels for Market

SCRATCH FEED (in feeders).

GROWING FEED (in feeders).

Birds had better be kept in large grass yards separated from the pullets.

LIBERAL FEEDING OF CORN just before night (the whole will be more of an appetizer than the cracked, or rather, they will eat more of it).

Cockerels for Breeding Stock

Had better be fed on free range, if possible, with **SCRATCH FEED AND GROWING FEED**. Practically the same treatment as pullets, though best separated from the females to increase or maintain size of the birds.

Laying Pullets and Laying Hens

"LAY OR BUST" in one or more convenient feeding centers where the light is good and where the birds can get at it freely. Use Overall Feeder, box or some other receptacle that answers the purpose.

SCRATCH FEED in litter about two or three hours before roost-time, varying with the season, 6 o'clock in long summer days, and 3 o'clock in short winter days, approximating one quart to ten hens, varying with the season, weather conditions and the laying of the flock (when birds are laying heavily they will eat much more than when they are moulting).

Do not feed any more Scratch Feed in bulk than the birds eat of "Lay or Bust" in a day. Carefully note how much the birds consume by inspecting the "Lay or Bust" hopper, and feed accordingly. When they are eating "Lay or Bust" freely, the eggs will be coming right away if not already laying and an equal quantity of the Scratch Feed is needed to balance their ration.

Hens Intended for Market

Substitute Growing Feed with 10 per cent. rich quality Meats Scraps, and continue 6 weeks before shipping. They lay better for a time on the change of diet, and gain a pound or more weight per head.

Moulting Feed

GROWING FEED (in feeders) in place of "Lay or Bust" makes an ideal moulting ration. The birds thrive wonderfully on it and make a short, quick moult and resume laying very quickly. In fact, the American varieties will not cease altogether at any time; a few eggs will come all the time from a flock of a dozen.

OR YOUR MONEY BACK

A Lay or Bust Incident^{*}

"Here comes Park & Pollard's salesman now. Mr. Randall, shake hands with the 'Lay or Bust' man; he can answer your questions better than I."

"Glad to meet Mr. Randall, what can I say to help out?"

"Well," said Mr. Randall, "I just called here to ask about your Dry-Mash. It is like this with me. I have something of a farm on my hands with right around 25 cows and about 600 hens and pullets, besides other odds and ends. What troubles me is that I am not getting eggs enough to pay for the feed I am giving those hens and pullets. They are full-grown, big, healthy birds that were due to be laying two months ago. They look well enough but they don't do anything and I cannot afford to feed them a great while longer with grain so high. I have been feeding a mash put up by the grist mill here in town and am giving a scratch feed put up by the same people, and also give them cracked corn and oats besides. The birds eat heartily, but they just don't suit me the way they act. They stuff that mash until their crops are big as toy balloons and then they mope around. I have never bought a bag of Park & Pollard feeds of any kind and I guess maybe I am ready to try it. Perhaps you will give me some tips."

"Mr. Randall, get a bag of 'Lay or Bust' and a bag of Park & Pollard Screened Scratch Feed. You probably have those birds in flocks of 50 to 100 to a pen. Now I suggest that when you get home you take two of those pens and remove all other feeds. Then put 'Lay or Bust' in your hoppers in these two pens and keep it in front of the birds all the time, feeding them the Scratch Feed for hard grain. Give them nothing else for food but these. Keep your other pens going just as they are now on the other feeds, and thus you will be able to determine whether there is any virtue in our feeds over what you are now using. And bear in mind that if the Park & Pollard feeds do not produce as stated, this dealer will refund your money."

Six days after this interview Mr. Randall stopped the Park & Pollard salesman at the railroad station one morning and said, "My birds do not seem to eat so heavily of the 'Lay or Bust' as they did of the other kind; don't know how this will work out."

"Well, Mr. Randall, keep right on with the two pens on the Park & Pollard feeds. You don't want your birds making gluttons of themselves on anything. You want them to eat naturally as they need it, and keep active and alert. Any mash which is overloaded with something so that the hens stuff on that one thing until they are logy and want to loaf is a bad feed. Keep me posted."

Nine days later Mr. Randall's team was backed up to the dealer's store when the Park & Pollard salesman came along. Randall was loading up with 'Lay or Bust' and Park & Pollard Scratch Feed. Randall started the conversation thus:

"The only grudge I have against you is that you did not come around and tell us about this before. Every hen in those two pens I started on Park & Pollard feeds, just 15 days ago, is laying and they are all acting right—so different from those that I kept on the other feed—busy and sort of up-and-coming. Say, these 100 I am feeding Park & Pollard stuff to are laying more eggs than the other 500 that I have kept on the other stuff. There's nothing to it but Park & Pollard for me from now on."

"A few weeks ago it would not have taken much urging for me to have sold all the birds I have to the butcher for eleven or twelve cents a pound; now I wouldn't take a cent under two dollars apiece, with eggs as high as they are. I tell you the hen business looks pretty dubious when you are feeding 600 hens and don't get eggs enough to supply a family of four people."

"Every farmer in my neighborhood has been out to this store after 'Lay or Bust' in the last few days, for they have watched me and got wise to some facts."

Along in May, about five months after the above, the Park & Pollard salesman again met Randall at the railroad station and asked him more about his experience with 'Lay or Bust.'

"Never had such uniform success before," said Randall. "Got eggs right along all through the dead of winter and as many as right in the spring. Never had a skip and have not lost a hen. Fed nothing at all but Park & Pollard Feeds and still feeding them and expect to keep right on feeding them. Most economical mash I ever fed, that 'Lay or Bust' is. My feed bill has been just a hair over three-fourths of what it was last year per hen, and I have got this winter more than three times the number of eggs per hen."

"They can tell about their 'Station' formulas and private mixtures, but none for me in the future. This 'Lay or Bust' would be cheap if they charged twice as much for it,—but you need not tell them that. Say, do you know, I am convinced that if you feed this 'Lay or Bust' to a hen and she has got even the tag end of an egg in her, she has got to produce it!"

^{*} This is a real incident in one day's experience, direct from the pen of the salesman himself. If you wish the name and address of Mr. Randall, we shall be very glad to furnish it and let him tell you himself what he thinks of 'Lay or Bust' and the "Park & Pollard method." This is only one report, but representative of the many we are receiving constantly from our salesmen, dealers and customers. We know it will interest you.

YOUR MONEY'S WORTH

You Know What I Wish?



Well, I'll tell you. I wish you and all the other people who keep hens could read all the letters I get telling me about the every-day results of feeding Park & Pollard "Lay or Bust" poultry feeds in the Park & Pollard way. I'll print just one ordinary letter here, and if you drop in to see me, will agree to show you many more which beat it.

New Britain, Conn., Nov. 15, 1914.

The Park & Pollard Co.

Gentlemen:—I received your 1915 Almanac, for which accept my thanks. I should like to enter my name in your Contest. I think it is a very good scheme; every person who keeps hens should keep a strict account to know just what they are doing. I have always done so and will submit my 1913-14 account as it may interest you, as out of

curiosity I used nothing but your feed and followed out your directions to the letter, and I will leave it to you whether I got results or not.

Starting March 17, 1913, with 50 day-old chicks, on your feeds and methods I was selling 2-lb. broilers at 10 weeks. I got my first egg August 31—five months and two weeks. These are White Wyandottes. Out of the lot I got 22 pullets and saved a fine cockerel for breeding. Below is the result for the year from the 22 pullets.

Number of eggs laid.....	3535	
Eggs sold		\$119.85
Cost of feed (rough estimate and a little higher)		60.00

\$59.85

Average eggs per month.....	295
Average eggs per hen.....	161
Average eggs per day.....	9 2-3

I have always kept chickens with good results, but this is a little the best. Eggs go as high as 75c. per dozen in this city in January and February. They are bringing 60 and 65c. today and are very scarce at that.

Respectfully yours,
(Signed) W. E. WHITE.

Now here's another record from a woman who never kept poultry before. She simply used the Year Book as a guide and fed Park & Pollard Chick Feed and Growing Feed. She lives in Richmond, Maine, and her name is Mrs. Grace Watson. She reports 50 chickens weighing $1\frac{1}{2}$ to $2\frac{1}{2}$ pounds at two months age. She does not state what the stock was, but it must have been very good indeed.

We don't know of a harder task than getting chickens that have stopped growing to start and come along. Mr. Donald McLeod of Chicopee, Mass., wrote us last August that he had a flock of seven-weeks-old chickens that he was entirely discouraged with, as they didn't seem to grow at all. After feeding our Growing Feed six weeks he said no one would think they were the same birds at all. It's usually better to start with a new lot rather than fuss around with a lot of stunted birds, but this seems to be the exception that proves the rule.

Mr. Samuel A. Nelson came out of the city last fall and bought a few hens. When he inquired of the men who sold him the hens "What shall I feed them?" the answer was: "Get a Park & Pollard Year Book, it tells all about it." He did, and followed directions, and under date of August 2 he wrote that he had 10 cockerels weighing $4\frac{1}{4}$ lbs. each and that they weighed 2 lbs. each at 9 weeks of age. This shows what a city man can do without previous instructions by simply following this Year Book.

Mr. Wood of the Ingleside Poultry Farm, Ingleside, Pa., was unloading a car of Park & Pollard feed the other day when their salesman happened to be there at the time. Mr. Wood told him that they were getting fine results with Park & Pollard feeds and "were more than pleased with the results." He said it was "the best thing he had ever used on the farm." I don't wonder they feel pretty good about their feeds when they get that kind of endorsement all the time.



OR YOUR MONEY BACK



OVERALL FEEDERS

NEXT TO GOOD FEED IS A PROPER FEEDER

To make your poultry keeping a sure success, you must feed our feeds, and to make success doubly sure—use the "OVERALL" FEEDER. These feeders are the most practical feeding device ever offered.

They present the feed in such a manner as to be always easily accessible, and at the same time the birds cannot waste the feed, and the feeders cannot clog.

Price: Poultry sizes, 1 peck, 60c. (6 Lay or Bust bags); 6-qt. size, 50c. (5 Lay or Bust bags).

For best results the feed should be presented to the birds in two dishes, if the flock contains over a dozen birds, and these feeders are so inexpensive that they pay for themselves many times over in the course of a year in the added results they bring.

For the week-old chickens, and for Growing Feed, we have a smaller size—the wire grid of which prevents them from scratching it overboard, but the side being low, allows them easy access at all times. We recommend the use of this size up to the age of six weeks, after which the 6-qt. size will be found just right until fully matured.

Your money back if you do not find the "Overall" Feeder the best thing you ever tried, regardless of price.



Price: Chick size, 40c. each (or 4 Lay or Bust bags).

The "Overall" Water Holder

In our opinion there is no material equal to stone-ware as a receptacle for drinking water for all ages of poultry. No other material is as easily cleaned, and if at any time you have occasion to place medicine of any sort in the drinking water, you may rest assured that no chemical change or poisoning of the water can result. For old fowl and six-weeks or older chicks, we recommend the 1½ or 2-gal. size "Overall" Water Holder.

Price: 2 gal., 50c. (5 Lay or Bust bags); 1 1-2 gal., 40c. (4 Lay or Bust bags).



The Park & Pollard Co.

Gentlemen:—There is no use to question the value of your Growing Feed for young chicks here. I have a flock of 97 R. I. Reds and the smallest weight is 1 lb. and 9 oz. and only 5 weeks old. I think this is pretty good. All your feeds have a large place in my feed room. They cannot be equaled.

Yours truly,

(Signed) ERNEST BARIBEAU.

R. F. D. 4, Box 6, Brunswick, Me., May, 1915.

The Park & Pollard Co.

Gentlemen:—I received the "Lullaby" Brooder O. K. and can say I recognized at a glance its superiority over other "death dealing" brooders. Its simplicity is its bulwark of safety. I want two more in the near future.

Yours truly,

(Signed) W. V. O'CONNELL.

Lock Haven, Conn., March 8, 1915.

The Park & Pollard Co.

Gentlemen:—Please send me by express a small can of Young's Rat Destroyer. This is the finest thing I ever saw for a rat poison.

Yours very truly,

(Signed) M. H. GEISSLER.

Putnam, Conn., October 26, 1914.

The Park & Pollard Co.

Gentlemen:—Kindly send by return mail one package of your Young's Rat Destroyer. Can't get along without the sure shot.

Yours truly,

(Signed) H. F. BEEBE.

Canaan, Conn., October 26, 1914.

YOUR MONEY'S WORTH



The Park & Pollard Co Poultry Specialties



"Overall" Mite Killer



The best way to get the lice off your poultry and out of your houses is not to let them get started. There is no more exasperating experience than can be gained in trying to get rid of them once they have established themselves in the poultry house. They have a hold on life altogether out of proportion to their size, and are blood-sucking, life-sapping, rapidly multiplying little pests. If there is anything which a good poultryman detests any more than these atoms of poultry destruction we do not know what it is. Any one who has ever been in contact with them will agree with us that the best way to get rid of them is to prevent their coming in the first place.

"OVERALL" MITE KILLER is compounded of the best ingredients of which we know to help safeguard the chickens and the older birds from certain vermin to which they are prey. It is a liquid to be applied with a sprayer, or as a paint.

In connection with "Overall" Mite Killer we recommend the use of "Overall" Lice Powder, the latter to be applied to the birds themselves as directed, while the Mite Killer will help to keep your houses and roosts free from mites and certain vermin that may find harbor in the cracks and crevices.

Price: 35 cents per quart, (4 Lay or Bust bags); 60 cents per two quarts, (6 Lay or Bust bags); \$1.00 per gallon, (10 Lay or Bust bags); \$4.00 per five-gallon can, (40 Lay or Bust bags).

"OVERALL" LICE POWDER



Hen lice are nasty little vermin which are always seeking a chance to suck a living out of the life blood of the poultry. They sap the life out of the chickens, decrease the number of eggs, are instrumental in making and spreading disease, and rob the purse of the owner.

If you have not had experience with them, take our word that they are wholly bad, and accept our earnest advice to keep out of their clutches.

The Park & Pollard "Overall" Lice Powder in conjunction with our "Overall" Liquid Mite Killer helps to keep the buildings sweet and clean and keeps down the lice. Use the Lice Powder regularly in nests and sprinkle through the plumage of the birds.

Our powder is ground finer than most powders and it sticks to the feathers longer. It should be used freely; the cost is so little and the benefit so positive that saving is best practiced by the use of as liberal quantities as are needed in securing freedom from this scourge.

The "Overall" Lice Powder is also a safe and efficient remedy for certain lice on cattle, horses, hogs and all animals. It should be on every farm, and it will save many times its cost in the added thrift and health of the stock.

FULL DIRECTIONS ON EACH PACKAGE

Price: 100-ounce package, \$1.00, (10 Lay or Bust bags), Parcel Post weight, 8 lbs.; 48-ounce package, 50c., (5 Lay or Bust bags), Parcel Post weight, 4 lbs.; 15-ounce package, 25c., (3 Lay or Bust bags), Parcel Post weight, 2 lbs.; 5-ounce package, 10c., (1 Lay or Bust bag), Parcel Post weight, 1 lb.

To insure getting the right brand from your dealer, specify that you want "Park & Pollard OVERALL Lice Powder."

The Park & Pollard Co.

Gentlemen:—Have used your Lice Powder and Mite Killer with good results. It clears out the lice.

Respectfully yours,
(Signed) J. C. BACHER.

Erie, Pa., April 30, 1915.

The Park & Pollard Co.

Gentlemen:—As one who has from time to time used your "Lay or Bust" with excellent results, I would like to ask you for two of your Year Books and Almanacs. They have been to me in the past not only an excellent memo book but a guide and a companion in raising and caring for my birds. Thanking you, I remain

Yours very truly,
(Signed) JAMES H. CASSIDY.

Perth Amboy, N. J., Jan. 19, 1915.

OR YOUR MONEY BACK



"OVERALL" ROUP POWDER

Roup, and the chain of troubles following it, is claimed by many to be worse than all the other diseases of poultry combined. Strive to remove the cause, rather than cure it, but use our Roup Powder in the water of all your fowls during the fall and early winter months as a prevention.

To avoid it, be sure that your birds are always cool, and have good air surrounding them night and day, then use "Overall" Roup Powder as follows:

Into a pint bottle of water put two tablespoonfuls of "Overall" Roup Powder, and let it dissolve over night. Use a teaspoonful of this mixture to a pailful of the drinking water.

Never breed from a bird that has ever been really sick with roup, or any other disease.

Medium size, 50 cents each, (5 Lay or Bust bags); Large size, \$1.00 each, or 10 Lay or Bust bags; (Large size, three times as large as the medium); Small size, 25 cents each, (3 Lay or Bust bags); Postpaid. Parcel Post weight, large size, one pound.



"MRS. HAVEN'S" BABY CHICK TREATMENT

When it comes to raising young chickens, the men must stand aside. The maternal instinct is highly developed in women and they naturally have the patience to study the aches and ailments of the little ones.

Mrs. Haven's White Diarrhoea Treatment will do all she claims for it. It will check the ravages of this scourge of the poultry industry,—will relieve almost any case, and by its use as a preventive will insure any plant against it.

White Diarrhoea among chickens has been the stumbling block for thousands, and we hesitated a long time before we were ready to endorse Mrs. Haven's treatment. We were "from Missouri!" and "had to be shown." We made the test two years in succession, but in every case the results were all and more than she claimed. It seems too good to be true, but we sell it on the money back plan.

Don't lose chickens. Don't lose sleep worrying about losing chickens. Get a package of Mrs. Haven's White Diarrhoea Treatment and use it as an insurance policy.

Price, 25c. postpaid, (3 Lay or Bust bags). Ask your dealer for it or send to us.

YOUR MONEY BACK IF IT FAILS.



YOUNG'S RAT DESTROYER

DON'T SUFFER WITH THE DAMAGING RATS

Rats are the incarnation of evil. The enormous damage they create cannot be measured. Not only do they destroy millions of dollars' worth of merchandise annually, but they spread disease and death to all members of the animal kingdom, *not excepting mankind.*

Their fiendish work on the poultryman's plant is even more pronounced than on other industries, and we are glad to be able to offer you what we believe to be the surest method of eradication, but a method that destroys them *without leaving any odor.*

We sell this destroyer like all our other merchandise, *on the money back plan.*

GET YOUR MONEY BACK FROM THE DEALER IF IT DOES NOT DRIVE EVERY RAT OFF YOUR PLACE. Send to us if he does not carry it.

Price, 25c., express collect, (3 Lay or Bust bags); (cannot be sent by mail); 40c. by express prepaid, (4 Lay or Bust bags). Ask your dealer for it.

TRIPLE SCREENED OYSTER SHELLS

We wish all our customers and friends could see a sample of our Triple Screened Oyster Shells. The ordinary shell on the market is from one-third to one-half waste and the laying hens pick out the larger pieces and throw out or waste the finer particles and dust. Our shells are very white, all fine pieces and dust screened out, so the product is of uniform size that makes absolutely *no waste.* Let us send you a sample by mail or a ton by freight. Your money back if you don't find them better than any shell you have used.

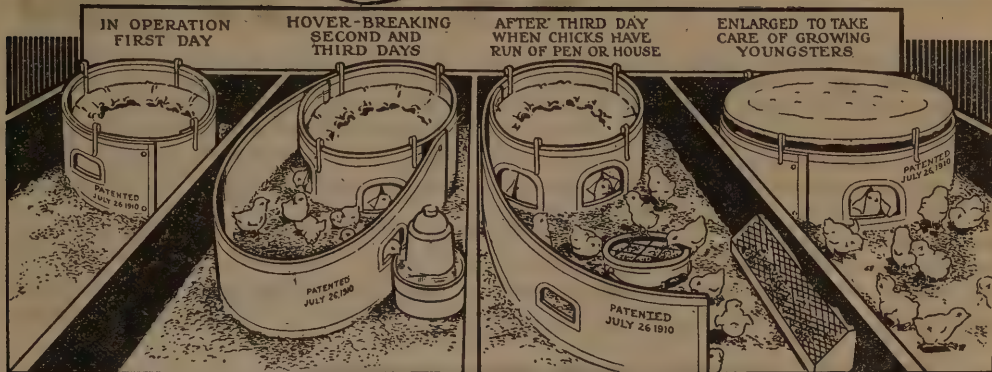
To insure getting the right brand from your dealer, specify that you want "Park & Pollard Oyster Shells."

Price: 75 cents per 100 lbs., (8 Lay or Bust bags).

YOUR MONEY'S WORTH

The Lullaby Brooder

REG. U.S. PAT. OFF.



CHICKENS, LIKE PEOPLE, THRIVE WHEN THEY ARE COMFORTABLE AND HAPPY

Get away from the old idea that you should keep fifty chickens in a lot. You will make almost, if not quite, as much profit with twenty-five chickens raised in the "Lullaby" way as with fifty raised in the old-fashioned way.

They will make a great deal better use of food consumed, grow larger, hardier, and get to laying earlier, and once you plan your plant properly you can care for just as many in lots of twenty-five as you did formerly with fifty together.

It is not a question of how many chicks you put together in the spring that tells the profit later. It is, "*How many did you raise out of every 100 hatched?*"

In spite of the fact that fifty per cent. of the chickens hatched die before they are three weeks old, poultrymen have faced this condition so long that they look upon the enormous death rate as no worse than their neighbor's, and still continue to hatch double the chickens they want to use instead of looking for some method of stopping the frightful loss of life. In twenty reasons freely given by as many different poultrymen and Experiment Stations you will find a different answer from every one, and probably not one that recognizes that it is bad air and crowding that is doing all the slaughtering.

The modern heated brooder when brand new and clean raises quite a fair percentage of the first lot of chickens put into it; but the modern heated brooder cleaned (?) after the first hatch raises a very much less number of the second lot, and after the first season kills more than it raises. It is the same story with the long brooder house—a fair percentage the first crop, but a rapidly increasing mortality after the first lot.

It costs nearly, or quite as much, for oil to heat a modern heated brooder for six weeks, as it does to buy a "Lullaby" Brooder, and after two or three days' time, during which the "Lullaby" Brooder takes no more attention than the heated brooder, you can forget it altogether, except at feeding time.

Now do not hold back and say that chickens can't be raised without heat, and a good brooder cannot be sold for a dollar; that a brooder that comes to you through the mail is too light for anything but a boy. Look over the past ten years of your life, and see if it is not the simple things that have helped you save money.

The sales are enormous as the poultrymen realize that brooding conditions have been the stumbling block of thousands, and that anything that will save the chickens that have died in the past will put thousands of dollars in their pockets.

We have nothing but most flattering reports from everyone using them according to directions. They are simple; they are cheap, but the principles are as old as the hills, and their simplicity is the result of years of study, brushing away the cobwebs and black art, tom-fool notions that have beset and are still besetting the poultry business. This simplicity is their strength.

Price, \$1 each, F. O. B. Boston. (Parcel Post charge, 1st and 2nd zones 6c. 3rd 8c., 4th 11c., etc.)

The Park & Pollard Co.

So. Paris, Maine, April 18, 1915.

Gentlemen:—I am enclosing my check for \$1.06 for another Lullaby Brooder. I like them very much, and have 65 chicks in three of them now. My wife says that anyone who could not raise chicks in a Lullaby ought not to try to raise them at all. I may want one or two more later as I have just set some more hens. I take the chicks from the hens as fast as they hatch and place them in the brooders, as we seem to have better success than to leave them with the hens.

Yours very truly,

(Signed) GEORGE W. HASKELL.

OR YOUR MONEY BACK

RESTORING THE TURKEY INDUSTRY



To any one who has attempted to raise turkeys, the story of Margaret Mahaney's wonderful success reads like a fairy tale. Single-handed and, until recently, with no encouragement from the Agricultural Colleges (in fact they told her it could not be done), Miss Mahaney has conquered the deadly enemy of the industry, and has evolved a system, including a line of remedies and a feed with which she and her followers are as successful as,—in some cases more successful than,—the average poultryman in raising chickens. She keeps her loss per season to less than 2%.

This sounds like a fairy tale, but we investigated her methods, we visited her at her work; we went doubting, we returned thoroughly convinced.

The story was so remarkable, the methods so commonsense and simple, that we asked her to write a book telling all about it. This she has done, and in her own honest, convincing style that charms all readers. She is a remarkable woman, and is doing as much for the welfare of turkeys and humanity in Concord, Mass., as Luther Burbank is doing on the Pacific Coast with his wonder-working stunt with vegetables. Posterity will rise up and call her by her right name—*Margaret Mahaney, the Restorer of the Turkey Industry of the East.*

"MARGARET MAHANEY TALKS ABOUT TURKEYS"

Get a copy of her wonderful book, "*Margaret Mahaney Talks About Turkeys*," 156 pages, large readable type, fine half-tone illustrations. Sold by her and by ourselves on the money back plan. Visit her if you can and see her at her work.

Price, \$1.00 postpaid.

TURKEY FEED

An important part of her system is the feed. We have carefully compounded her formula and offer this feed for the use of all her followers. We know that if one will follow her teachings as laid down in her book, will use her remedies and feed according to the plain directions that accompany each, he can raise turkeys as easily as chickens.

To insure getting the right brand from your dealer, specify that you want "*Margaret Mahaney Turkey Feed*." Accept no other.

Miss Mahaney's invaluable research work among turkeys will be appreciated by the public, but particularly by the many who have tried to raise turkeys and failed. With the assistance of the medical training secured through being a trained nurse, and from contact with members of her family who were physicians, she overcame the difficulties experienced by others and evolved a simple method of feeding which, with her remedies and simple directions, make the undertaking of turkey raising a pleasure.

Remedies complete cost but \$1.00.

To insure getting the right brand from your dealer, specify that you want "*Margaret Mahaney Blackhead Remedies*." Accept no other.

TURKEY BOOK

REMEDIES

"POULTRY GUIDE POST"

Author, Philip R. Park

Illustrator, Henry Crossman Grover

The beginner in poultry keeping needs a plainly written hand book telling what to do, how to do, and when to do it. The Poultry Guide Post is for beginners.

A most plainly written, profusely illustrated book of poultry keeping. Full of commonsense methods of saving money, and every illustration tells a story, shows a way to better poultry keeping with less bother.

It takes the reader by the hand in January and leads him right down through the year, teaches him how to raise chickens in cold weather, teaches him how to raise chickens in hot weather.

If the plain directions and suggestions in the book are followed, failure will be impossible.

This book is the result of a lifetime spent in the chicken yard by a man who loves all animal life and best of all chickens. If it pleases you as much as it has thousands of others, the author will be the most pleased of all.

Your money back if you don't find it better than we recommend. Price \$1.00 postpaid (or 10 bag coupons). Stamps accepted.

YOUR MONEY'S WORTH



Pocahontas Corn Meal Recipes

- - MUFFINS - -

"HARVEY"

Two eggs, beat very light, $\frac{3}{4}$ cup sugar, 2 tablespoonfuls melted butter, $1\frac{1}{2}$ cups milk, $\frac{1}{2}$ teaspoonful saleratus, 1 teaspoonful cream of tartar, $\frac{1}{2}$ teaspoonful salt, 2-3 cup Bolted (white or yellow) Pocahontas Corn Meal,* 2 even cups flour (measured after sifting twice). Pour in buttered muffin pans to bake.

"BUTTERMILK"

One beaten egg, 2-3 cup sugar, 2 cups Pocahontas Corn Meal,* 1 cup flour, $1\frac{1}{2}$ cups buttermilk, 1 teaspoonful salt, 1 teaspoonful saleratus. Pour in buttered muffin pans to bake.

MADE WITH SOUR MILK AND ONE EGG

One beaten egg, 2-3 cup sugar, 2-3 cup Pocahontas Corn Meal,* 2 cups flour, 1 teaspoonful salt, $1\frac{1}{2}$ cups sour milk, 1 teaspoonful saleratus, 2 tablespoonfuls melted butter. Pour in buttered muffin pans to bake.

MADE WITH SWEET MILK AND ONE EGG

One beaten egg, 2-3 cup sugar, 2 cups Pocahontas Corn Meal,* 1 cup flour, $1\frac{1}{2}$ cups sweet milk, $\frac{1}{2}$ teaspoonful saleratus, 1 teaspoonful cream of tartar, 1 teaspoonful salt, 2 tablespoonfuls melted butter.

"JOHNNY CAKE"

One cup sour milk, $\frac{1}{2}$ teaspoonful soda, $\frac{1}{2}$ cup sugar, 1 egg, 1 cup flour, 1 cup Pocahontas Corn Meal,* 1-3 teaspoonful salt. Mix all the dry ingredients together then add egg and milk. Bake in buttered pan.

- - PUDDINGS - -

SOFT INDIAN MEAL PUDDING

Six tablespoonfuls Pocahontas Granulated Corn Meal,* pour over 1 pint boiling water; let cook on top of stove five minutes; add 1 beaten egg, 1 quart milk, 1 teaspoonful ginger, $\frac{1}{2}$ teaspoonful salt, 2-3 cup molasses. Bake 2 hours, then stir in 1 cup cold milk, bake 3 hours longer.

This dish is improved by setting in pan of water and baking all day in a slow oven.

BAKED SUET PUDDING

One cup Pocahontas Granulated Corn Meal,* 1 cup suet, chopped fine, 2 cups raisins, 1 egg, 1 cup molasses, 1 teaspoonful salt, $\frac{1}{2}$ teaspoonful ginger. Boil 1 qt. milk; while boiling stir in the meal; mix all together. When ready to put in the oven, add 1 pint cold milk and $\frac{1}{2}$ pint water *without stirring*. Bake slowly for four hours in a covered bean pot.

- - BROWN BREAD - -

Two cups Pocahontas Granulated Corn Meal,* 1 cup flour, 1 cup molasses, 1 pint sour milk, 1 teaspoonful saleratus, $\frac{1}{2}$ teaspoonful salt. Raisins may be added or not as preferred. Steam 3 hours; then dry in oven.

***See pages 40 and 41.**

OR YOUR MONEY BACK

All feed bags bearing this Trade Mark



Once again we cordially invite you to inspect our bag exchange department on the following pages of this book and at our display room at 46 Canal Street, where a cheerful attendant will always be found ready to assist you in making your choice of our long and varied line of helpful articles, every one of which is sold on the same sure satisfaction basis that our feeds are sold.

We purchase from our customers all empty Park & Pollard 100-pound burlap feed bags bearing our "Lay or Bust" trade mark on the back, *provided they are delivered to us in good condition and without holes, and pay for the same ten cents (10c.) per bag in exchange for merchandise, except feeds, which we list in our Year Book, or bag coupons will be issued to the amount of 10c. each, redeemable in any goods that we carry with the exception of feeds.*

Shipping Directions in circular in each bag of feed.

Unless otherwise specified, articles are shipped express or freight collect.

1. **FAMILY SCALE:** Weighs to 24 pounds. This is an article every family should use.
Price \$1.25 or 13 Lay or Bust bags.
2. **Universal Meat Chopper:** Has become a family necessity. Chops all kinds of meat, raw or cooked, and all kinds of fruits or vegetables into clean cut uniform pieces, fine or coarse without mashing and with great rapidity.
Price \$1.25 or 13 Lay or Bust bags.
3. **STAY-HOT HOT WATER BOTTLE:** Here is a hot water bottle that will stay hot. Fill it with three-fourths gallon of boiling water on going to bed at night and it will be above blood heat when you rise in the morning. Made of clay and will last a life time. After purchasing you will unhesitatingly recommend it to your friends.
Price \$1.25 or 13 Lay or Bust bags.
4. **ECLIPSE BREAD MIXER AND KNEADER:** Manufactured by Manning & Bowman of Meriden, Conn. There is nothing we can say that will add to the high quality of the goods manufactured by this concern. This bread mixer will give entire satisfaction to any user.
Price \$2.50 or 25 Lay or Bust bags.
5. **"UNIVERSAL" COFFEE PERCOLATOR:** "Universal" goods are too well known to need any introduction. Coffee percolator shown is made of pure aluminum, highly polished, has ebonyized handles. Height over all 8 inches, capacity 6 cups.
Price \$4.00 or 40 Lay or Bust bags.
82. **"Universal" Coffee Percolator:** Similar to No. 5 but with base. Height 9 1-4 inches over all.
Same price as No. 5.
83. **"Universal" Coffee Pot:** Same ware as No. 5 but made in "Colonial" style, with base. Capacity 6 cups, height over all 9 1-4 inches.
Price \$4.50 or 45 Lay or Bust bags.
Larger or smaller percolators can be furnished upon request.
6. **"UNIVERSAL" COFFEE MACHINE:** Nickel plated or copper. (Please specify which you prefer.) Inside coated with pure tin. Ebonyized handles. Capacity 6 cups. Height over all 13 3-8 inches.
Price \$9.00 or 90 Lay or Bust bags.
7. **"UNIVERSAL" ROUND TRAY:** Diameter 12 in. Brass, nickel plated.
Price \$1.80 or 18 Lay or Bust bags.
Can furnish this silver plated if desired at \$3.50 or 35 Lay or Bust bags.



8. "UNIVERSAL" OBLONG TRAYS: Size 10 x 14 inches. Nickel plated or copper. (Please specify which you prefer.)

Price \$3.35 or 34 Lay or Bust bags. Other styles of round or oblong trays can be furnished in the regular "Universal" goods if desired, with and without handles.

9. "Columbia" Chafing Dish: Equipped with the same lamp as used in the "Universal" Coffee Machine. Made of brass, with copper food pan, in polished, nickel plated or silver plated finish. Handles of ebonzized wood. Height over all 10 1-2 in.

Price \$8.00 or 80 Lay or Bust bags.

84. "Universal" Chafing Dish: Set complete, including tray, fork and spoon. These sets are especially artistic, heavy, well made, and are equipped with the "Universal" lamp, burning denatured alcohol. This burner the manufacturers claim to be absolutely safe.

Price \$24.00 or 240 Lay or Bust bags.

10. "Universal" Tea Ball Tea Pot: This style of pot makes perfect tea, the last cup being as good and fresh as the first. The tea ball can be raised from the water without opening the cover as soon as desired strength is attained. (Tea ball silver plated German silver.) Made of copper and nickel or silver plated. Ebonzized knob and non-heating handle. Capacity 6 cups.

Price nickel plated \$6.50 or 65 Lay or Bust bags.

Price silver plated \$8.00 or 80 Lay or Bust bags.

11. "Universal" Chafing Dish Fork: Made of German Silver, silver plated. Ebonzized handle.

Price \$2.50 or 25 Lay or Bust bags.

12. "Universal" Chafing Dish Spoon: Made of German Silver, silver plated. Ebonzized handle.

Price \$2.50 or 25 Lay or Bust bags.

13. "Universal" Table Kettle: Made of copper and nickel plated or silver plated. Equipped with lamp used in "Universal" Coffee Machine.

Price nickel plated \$8.00 or 80 Lay or Bust bags.

Price silver plated \$10.00 or 100 Lay or Bust bags.

14. "Universal" Lunch Boxes: These like all other "Universal" goods are too well known to require details here of their merits. Box is neat and attractive, finished in brown or black, closely resembling a satchel. Genuine leather handle. Box can be collapsed when empty so as to be carried under the arm if desired.

Price equipped with "Universal" vacuum bottle and drinking cup \$2.25 or 23 Lay or Bust bags.

15. WATCH: Gentleman's 17 Jewel, Waltham "Colonial," adjusted royal movement, with solid gold 14K case, open face.

Price \$50.00 or 500 Lay or Bust bags.

16. BRACELET WATCH: 20 year, gold filled case, plain American movement.

Price \$15.50 or 155 Lay or Bust bags.

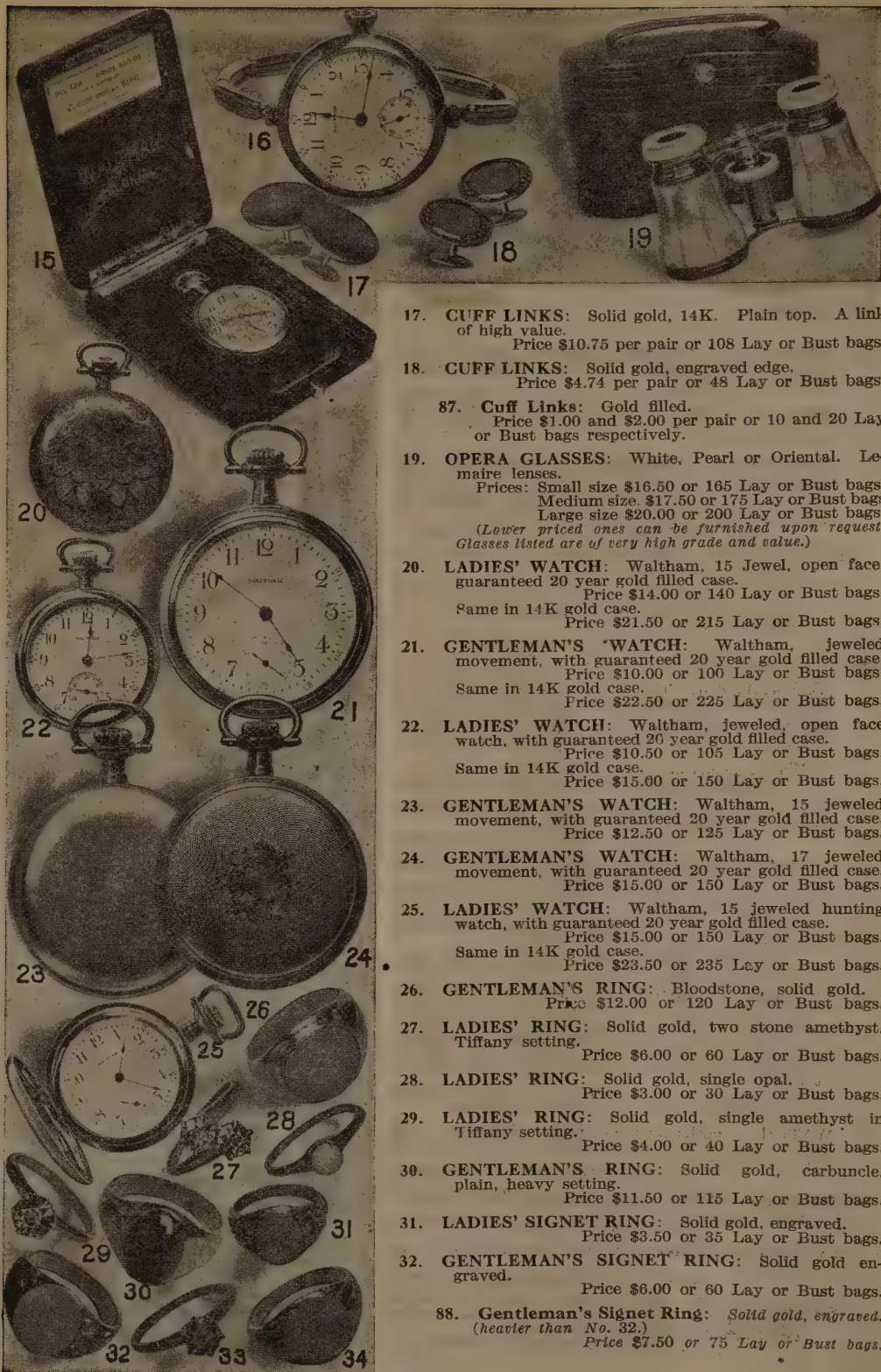
85. Bracelet Watch: 10 year, gold filled case, engraved.

Price \$10.50 or 105 Lay or Bust bags.

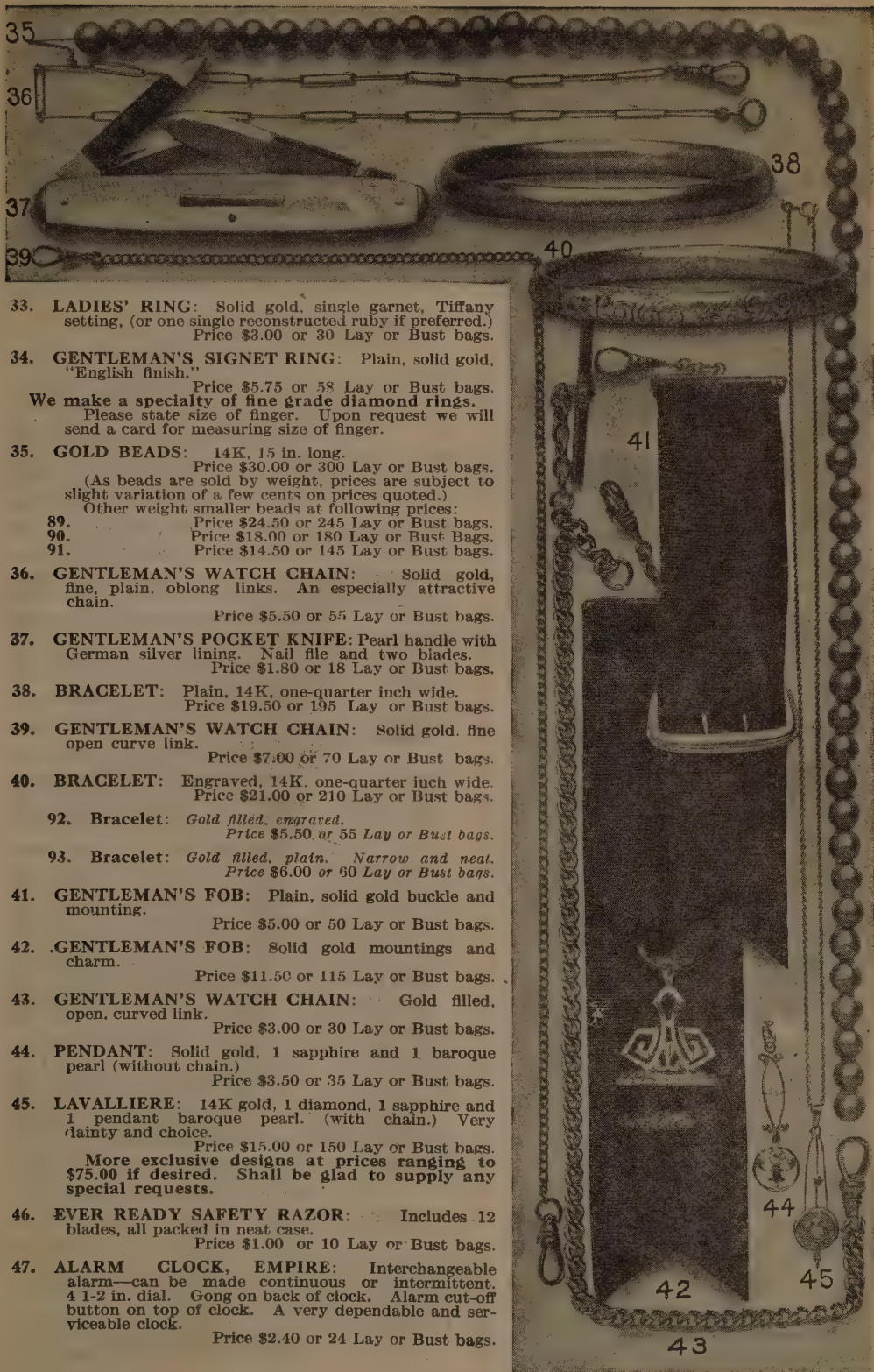
86. Bracelet Watch: 7 Jewel, Waltham or Elgin movement, 20 year gold filled case, plain. (Please give length required on the bracelet.)

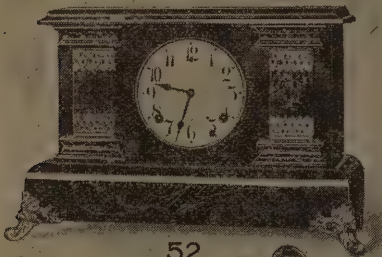
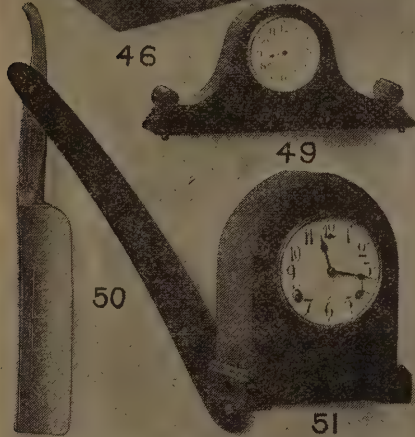
Price \$21.00 or 210 Lay or Bust bags.





17. **CUFF LINKS:** Solid gold, 14K. Plain top. A link of high value.
Price \$10.75 per pair or 108 Lay or Bust bags.
18. **CUFF LINKS:** Solid gold, engraved edge.
Price \$4.74 per pair or 48 Lay or Bust bags.
87. **Cuff Links:** Gold filled.
Price \$1.00 and \$2.00 per pair or 10 and 20 Lay or Bust bags respectively.
19. **OPERA GLASSES:** White, Pearl or Oriental. Le-maire lenses.
Prices: Small size \$16.50 or 165 Lay or Bust bags.
Medium size \$17.50 or 175 Lay or Bust bags.
Large size \$20.00 or 200 Lay or Bust bags.
(Lower priced ones can be furnished upon request. Glasses listed are of very high grade and value.)
20. **LADIES' WATCH:** Waltham, 15 Jewel, open face, guaranteed 20 year gold filled case.
Price \$14.00 or 140 Lay or Bust bags.
Same in 14K gold case.
Price \$21.50 or 215 Lay or Bust bags.
21. **GENTLEMAN'S WATCH:** Waltham, jeweled movement, with guaranteed 20 year gold filled case.
Price \$10.00 or 100 Lay or Bust bags.
Same in 14K gold case.
Price \$22.50 or 225 Lay or Bust bags.
22. **LADIES' WATCH:** Waltham, jeweled, open face watch, with guaranteed 20 year gold filled case.
Price \$10.50 or 105 Lay or Bust bags.
Same in 14K gold case.
Price \$15.00 or 150 Lay or Bust bags.
23. **GENTLEMAN'S WATCH:** Waltham, 15 jeweled movement, with guaranteed 20 year gold filled case.
Price \$12.50 or 125 Lay or Bust bags.
24. **GENTLEMAN'S WATCH:** Waltham, 17 jeweled movement, with guaranteed 20 year gold filled case.
Price \$15.00 or 150 Lay or Bust bags.
25. **LADIES' WATCH:** Waltham, 15 jeweled hunting watch, with guaranteed 20 year gold filled case.
Price \$15.00 or 150 Lay or Bust bags.
Same in 14K gold case.
Price \$23.50 or 235 Lay or Bust bags.
26. **GENTLEMAN'S RING:** Bloodstone, solid gold.
Price \$12.00 or 120 Lay or Bust bags.
27. **LADIES' RING:** Solid gold, two stone amethyst, Tiffany setting.
Price \$6.00 or 60 Lay or Bust bags.
28. **LADIES' RING:** Solid gold, single opal.
Price \$3.00 or 30 Lay or Bust bags.
29. **LADIES' RING:** Solid gold, single amethyst in Tiffany setting.
Price \$4.00 or 40 Lay or Bust bags.
30. **GENTLEMAN'S RING:** Solid gold, carbuncle, plain, heavy setting.
Price \$11.50 or 115 Lay or Bust bags.
31. **LADIES' SIGNET RING:** Solid gold, engraved.
Price \$3.50 or 35 Lay or Bust bags.
32. **GENTLEMAN'S SIGNET RING:** Solid gold engraved.
Price \$6.00 or 60 Lay or Bust bags.
88. **Gentleman's Signet Ring:** Solid gold, engraved. (heavier than No. 32.)
Price \$7.50 or 75 Lay or Bust bags.





94. **Alarm Clock, Surprise:** A good, low priced alarm clock. *Gong on top of clock.*
Price \$1.55 or 16 Lay or Bust bags.

48. **DISHES:** 31 piece set. These dishes are very attractive in design and bear the additional virtue of having the decoration *under* the glazing, a point peculiar to the best of ware only.
Price \$3.50 or 35 Lay or Bust bags.

95. **Dishes:** 42-piece set. Same as No. 48 with addition of six 6-in. plates, one 8-in. dish, one bowl, one cream pitcher and one covered sugar bowl.
Price \$4.50 or 45 Lay or Bust bags.

96. **Dishes:** 112-piece set. Same as No. 48 with additional pieces.
Price \$12.00 or 120 Lay or Bust bags.

49. **CLOCK:** Solid mahogany, fine cabinet finish, eight-day lever time movement. Height 6 1-4 in., width 12 3-4 in., 3 1-2 in. dial.
Price \$10.50 or 105 Lay or Bust bags.

50. **RAZOR:** Herman Boker King. This is a razor that has been used extensively by the barbers all over the country. It is one of the best forged razors on the market. The quality is guaranteed.
Price \$2.00 or 20 Lay or Bust bags.

51. **CLOCK:** Mahogany only. Egg-shell gloss finish. Height 10 1-2 in., width 9 in.
Price \$8.00 or 80 Lay or Bust bags.

52. **CLOCK:** Black enamel finish, with red marbled pillars and mouldings, and gilt perforated dial. Height 11 in., width 17 in. Eight-day movement, hour strike on rich toned cathedral gong, half hour on separate cup bell.
Price \$8.00 or 80 Lay or Bust bags.

53. **TABLE SILVER:** This is an entirely reliable and well-known silver made by the Oneida Community, Ltd. The base metal is the best nickel silver. This is heavily plated over all with pure silver, 25 per cent. more than standard A1 plate. The pieces are then overlaid with a thick disc of pure silver on the portion most exposed to wear, making the silver almost wear-proof. The wearing quality of COMMUNITY-RELIANCE plate is so satisfactory that the manufacturers guarantee it for 25 years in ordinary family use, a guarantee slip to this effect accompanying each piece.

Knives (medium,) \$4.50 per doz. or 45 Lay or Bust bags.
Forks (medium,) \$4.40 per doz. or 44 Lay or Bust bags.
Teaspoons, \$2.20 per doz. or 22 Lay or Bust bags.
Table Spoons, \$4.40 per doz. or 44 Lay or Bust bags.
Desert Spoons, \$4.00 per doz. or 40 Lay or Bust bags.

(Other articles can be furnished—sugar shells, butter knives, butter spreaders, coffee spoons, bouillon spoons, etc., etc. to match.)

54. **SHEARS:** Fully nickel-plated. Best quality forged steel. Size 8-in.
Price \$1.25 or 13 Lay or Bust bags.

55. **SCISSORS:** Fully nickel-plated. Best quality forged steel. Size 5 1-2 in.
Price \$1.00 or 10 Lay or Bust bags.

CARVING SETS. We have selected a few patterns of John Russell Company Carving Knives and Forks. The quality of the Russell goods everyone knows.

56. **CARVING SET:** 9-in. blade, stag handle, silver ferrule steel to match, in a satin lined box.
Price \$5.00 or 50 Lay or Bust bags.



97. Carving Set: 8-in. blade, (knife and fork only.)
Price \$1.75 or 18 Lay or Bust bags.

98. Carving Set: 8-in. blade. Like No. 97 but with
better grade knife.
Price \$2.00 or 20 Lay or Bust bags.

FURNITURE. We have arranged with one of the largest
and, without doubt, most reliable furniture houses in Boston—
William Leavens & Co., 32 Canal Street, Boston, Mass., to
redeem any of our bag coupons upon the purchase at regular
retail prices of anything in furniture which they carry in
stock. On this page we have shown a few pieces only. Send
for particulars and any special pieces you wish, or come in
and see the stock.

57. CHINA CABINET: Quartered Oak, sizes over all,
44 in. long, 74 1-2 in. high, 15 in. deep, weight 120 lbs.
Price, Gloss Enamel finish, \$40.50 or 405 Lay or
Bust bags.

Price, Rubbed Enamel finish, \$45.00 or 450 Lay
or Bust bags.

58. DUTCH RECLINING ROCKER: Quartered
Oak. Weight, frame, 50 lbs.

Price of Frame, Gloss Enamel finish, \$19.80 or 198
Lay or Bust bags.

Price of Frame, Rubbed Enamel finish, \$21.60.
or 216 Lay or Bust bags.

Price of Cushions, Span. Roan Leather, welted,
cotton, \$16.50 or 165 Lay or Bust bags.

Price of Cushions, Span. Roan Leather, welted,
hair, \$21.00 or 210 Lay or Bust bags.

59. WINDSOR ROCKER: Quartered Oak or Birch.
Weight 18 1-2 lbs.

Price, Gloss Enamel finish, \$8.50 or 85 Lay or
Bust Bags.

Price, Rubbed Enamel finish, \$9.50 or 95 Lay or
Bust bags.

Price, Solid Mahogany, \$13.50 or 135 Lay or Bust
bags.

60. DINING CHAIR: Quartered Oak or Birch, Leather
seat, weight 15 lbs.

Price, Gloss Enamel finish, \$10.00 or 100 Lay or
Bust bags.

Price, Rubbed Enamel finish, \$11.00 or 110 Lay
or Bust bags.

61. DUTCH SETTLE: Plain Oak, 5 ft. size, weight
complete 140 lbs.

Price, Gloss Enamel finish, including Spanish
Roan Leather Cushions, Hair filled, \$46.50 or 465
Lay or Bust bags.

Price, Rubbed Enamel finish, including Spanish
Roan Leather Cushions, Hair filled, \$49.50 or 495
Lay or Bust bags.

Leather pillows, silk floss filled, \$6.75 each or 68
Lay or Bust bags.

RUGS. As with furniture, we can supply your needs in
Rugs from a reliable Boston firm near our offices. We will
give you an order on them for the amount you wish to spend,
or let us know about what you want and we will make the
selection and have it sent to you.

62. ART SQUARE: Axminster, size 9x12.
Price \$30.00 or 300 Lay or Bust bags.

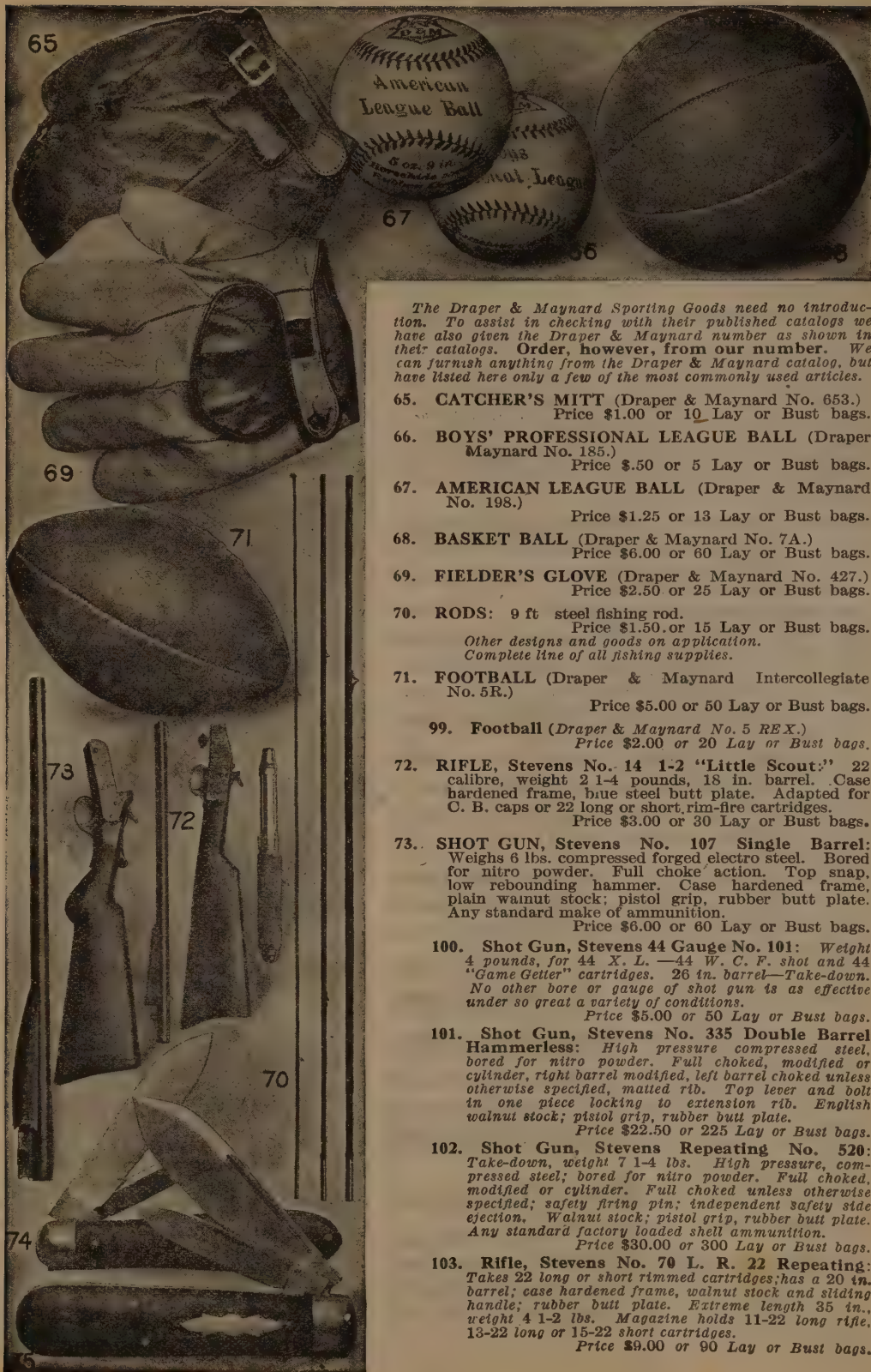
63. SMALL RUG: Axminster, size 27 in.
Price \$2.85 or 29 Lay or Bust bags.

64. PEDESTAL EXTENSION TABLE: Quartered Oak,
48 in. 6 ft., Weight 117 lbs.

Price, Gloss Enamel finish, \$23.25 or 233 Lay or
Bust bags.

Price, Rubbed Enamel finish, \$25.50 or 255 Lay
or Bust bags.





The Draper & Maynard Sporting Goods need no introduction. To assist in checking with their published catalogs we have also given the Draper & Maynard number as shown in their catalogs. Order, however, from our number. We can furnish anything from the Draper & Maynard catalog, but have listed here only a few of the most commonly used articles.

65. **CATCHER'S MITT** (Draper & Maynard No. 653.)
Price \$1.00 or 10 Lay or Bust bags.
66. **BOYS' PROFESSIONAL LEAGUE BALL** (Draper Maynard No. 185.)
Price \$.50 or 5 Lay or Bust bags.
67. **AMERICAN LEAGUE BALL** (Draper & Maynard No. 198.)
Price \$1.25 or 13 Lay or Bust bags.
68. **BASKET BALL** (Draper & Maynard No. 7A.)
Price \$6.00 or 60 Lay or Bust bags.
69. **FIELDER'S GLOVE** (Draper & Maynard No. 427.)
Price \$2.50 or 25 Lay or Bust bags.
70. **RODS: 9 ft steel fishing rod.**
Price \$1.50 or 15 Lay or Bust bags.
*Other designs and goods on application.
Complete line of all fishing supplies.*
71. **FOOTBALL** (Draper & Maynard Intercollegiate No. 5R.)
Price \$5.00 or 50 Lay or Bust bags.
99. **Football** (Draper & Maynard No. 5 REX.)
Price \$2.00 or 20 Lay or Bust bags.
72. **RIFLE, Stevens No. 14 1-2 "Little Scout;"** 22 calibre, weight 2 1-4 pounds, 18 in. barrel. Case hardened frame, blue steel butt plate. Adapted for C. B. caps or 22 long or short rim-fire cartridges.
Price \$3.00 or 30 Lay or Bust bags.
73. **SHOT GUN, Stevens No. 107 Single Barrel:**
Weights 6 lbs. compressed forged electro steel. Bored for nitro powder. Full choke action. Top snap, low rebounding hammer. Case hardened frame, plain walnut stock; pistol grip, rubber butt plate. Any standard make of ammunition.
Price \$6.00 or 60 Lay or Bust bags.
100. **Shot Gun, Stevens 44 Gauge No. 101:** Weight 4 pounds, for 44 X. L. — 44 W. C. F. shot and 44 "Game Getter" cartridges. 26 in. barrel—Take-down. No other bore or gauge of shot gun is as effective under so great a variety of conditions.
Price \$5.00 or 50 Lay or Bust bags.
101. **Shot Gun, Stevens No. 335 Double Barrel Hammerless:** High pressure compressed steel, bored for nitro powder. Full choked, modified or cylinder, right barrel modified, left barrel choked unless otherwise specified, matted rib. Top lever and bolt in one piece locking to extension rib. English walnut stock; pistol grip, rubber butt plate.
Price \$22.50 or 225 Lay or Bust bags.
102. **Shot Gun, Stevens Repeating No. 520:** Take-down, weight 7 1-4 lbs. High pressure, compressed steel; bored for nitro powder. Full choked, modified or cylinder. Full choked unless otherwise specified; safety firing pin; independent safety slide ejection. Walnut stock; pistol grip, rubber butt plate. Any standard factory loaded shell ammunition.
Price \$30.00 or 300 Lay or Bust bags.
103. **Rifle, Stevens No. 70 L. R. 22 Repeating:** Takes 22 long or short rimmed cartridges; has a 20 in. barrel; case hardened frame, walnut stock and sliding handle; rubber butt plate. Extreme length 35 in., weight 4 1-2 lbs. Magazine holds 11-22 long rifle, 13-22 long or 15-22 short cartridges.
Price \$9.00 or 90 Lay or Bust bags.



- 104. Rifle, Stevens High Power Repeating No. 425.** Calibre 25-30-32 or 35. Weight 7 lbs., 22 in. barrel. This rifle is walnut stock with checkered steel butt plate; walnut fore-end with blued steel cap. Five cartridges may be carried in the magazine and one in the barrel.

Price \$22.50 or 225 Lay or Bust bags.

- 74. KNIFE:** Ulster pocket knife for a boy, 2 blades. Price 65 cents or 7 Lay or Bust bags.

- 75. KNIFE:** This is a heavy knife with an ebony handle; a knife that would retail in most stores for 85 cents to \$1.00.

Price 80 cents or 8 Lay or Bust bags.

- 105. Knife.** A pearl handle gentleman's pocket knife with chamouis leather pocket. The knife is German silver lined, with German silver tips; three blades. One of the best finished knives made. A knife that would retail in any store for \$2.00.

Price \$1.80 or 18 Lay or Bust bags.

- 106. Knife:** A ladies' pocket knife. Pearl handle with German silver lining. Nail file and one blade. This is one of the thinnest knives we know of.

Price \$1.20 or 12 Lay or Bust bags.

- 76. GENTLEMAN'S TRAVELING BAG:** 18 in., with Fittings. A full cut, welt edge bag with sewed corners and brown leather lining. Made of black, russet, long grained Cowhide, and is strong and durable. A practical article. The fittings are of Parisian ivory, also nickel plated shaving tubes, and are held in bag by leather loops. A first class article.

Price \$30.00 or 300 Lay or Bust bags.

- 77. STUDENTS' BAG:** 16 in., Cowhide boarded leather. Russet, brown or black. Khaki lined. Length of bottom is size. Double handles.

Price \$7.00 or 70 Lay or Bust bags.

- 78. GENTLEMAN'S TRAVELING BAG:** 18 in. Bag. Sewed edge, English frame, double handles, end gussets out. A choice bag in every way, and well worthy of your consideration. Russet, brown or black smooth Cowhide leather. The lining is of tan colored leather and has three gusset pockets.

Price \$14.50 or 145 Lay or Bust bags.

- 79. GENTLEMAN'S TRAVELING BAG:** 18 in. bag for either lady or gentleman. Smooth russet, brown or black.





Bridgeport, Conn., June 27, 1915.

The Park & Pollard Co.

Gentlemen:—Will you please send me a complete list of the goods offered in exchange for your empty bags? I am delighted with the bread mixer which you sent me.

Yours very truly,

(Signed) MRS. F. M. CARD.

Monson, Mass., May 14, 1915.

The Park & Pollard Co.

Gentlemen:—Received the scales all O. K. They are fine.

Yours respectfully,

(Signed) MRS. SPENCER DAVIS.

West Berne, N. Y., Feb. 2, 1915.

The Park & Pollard Co.

Gentlemen:—The 42-piece dinner set received a few days ago all O. K. and am much satisfied with it.

Yours truly,

(Signed) LEANDER BECKER.

Norwalk, Conn., Jan. 14, 1915.

The Park & Pollard Co.

Gentlemen:—I received the gun and am much pleased with the same. Thanking you kindly for your prompt attention to the matter, I remain,

Yours very truly,

(Signed) C. W. HATFIELD.

Basking Ridge, N. J., Jan. 7, 1915.

The Park & Pollard Co.

Gentlemen:—Received the Coffee Percolator and it is just what I wanted. I would like to know if you could procure a Mission Clock, plain, and at what cost.

Yours truly,

(Signed) CHARLES HEUSSY.

Kingston, N. Y., Feb. 1, 1915.

The Park & Pollard Co.

Gentlemen:—Received the Bread Mixer all right and Mrs. B. is much pleased with it.

I like your feed very much and would use it just the same if there were no value to the returned bags.

Yours respectfully,

(Signed) C. H. BISHOP.

Gloucester, Mass., April 11, 1915.

The Park & Pollard Co.

Gentlemen:—I received the box with the Scale and Feeders and was pleased with them.

Very truly yours,

(Signed) FRANK C. SAMPSON

**Look on
Page 56**





The Park & Pollard Co

Park's Feed
BOSTON  **LAY OR BUST**  MADE
IN U.S.A.
FEEDS
46 CANAL STREET BOSTON, MASS.

Just a word in closing. We enjoy the work of compiling these pages of hints from year to year, for we feel that we are helping a little to make the poultry business an easier and more enjoyable industry.

This year you will note we have indulged in a new cover in colors, and a new metal hook for hanging. We have also added sixteen pages and some new goods, all of which we hope will meet with your approval, but what we wish to know most of all is: Can we still further increase the efficiency of the book, and if so, how?

Kindly write frankly just what you would like in our next season's book. Tell us if there is any point that is not quite clear to you and how we can help you in your work. Address your letter to the Year Book Editor, and write your request on another sheet of paper if you happen to be writing about some other subject to the house. This insures its reaching the editor's desk promptly and a letter in reply by early mail if the subject requires one.

Wishing you a bountiful share of the country's prosperity in the year 1916, we are

Sincerely yours,

Philip R. Park



RETURN POSTAGE GUARANTEED

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BOSTON

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BOSTON, MASS.

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ASK YOUR DEALER
FOR THESE FEEDS

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LAY or BUST
DRY-MASH

Park-Pollard Co
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DANIEL CRAIG
WILLIAM ST. ROME N. Y.

Lay or Bust Feeds Recommended and Sold by

HUGHES & WILKINSON Rome, N. Y.